SIDDHARTHA TOMAR

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# SUMMARY

17x certified Salesforce Technical Architect leading enterprise implementation teams specializing in Salesforce enablement, developing custom Salesforce applications, data migration, and integrations with other systems for clients in the Technology.

* A dedicated professional with more than 12 years of experience in Software Development & Managing Team.
* Worked for Telecom client on telecom package from Vlocity (Omni Studio) and Created various FlexCard to meet the client requirements.
* Experience building an Integration Procedure (Omni Studio) to read and write the data in Salesforce and external systems and build DataRaptor to create and update to save the data.
* Experience in end-to-end development of software products from Requirement Analysis to System Study & Implementation.
* Deft at analyzing information system needs, evaluating end-user requirements, custom designing solutions.
* Experience in Architecture, Design and Consulting. Worked as Salesforce Technical/Solution Architect / Manager / Consultant having strong hands-on skills and domain knowledge with blend of strong project delivery experience in both Agile and Waterfall models.
* An excellent team player with Strong Problem Solving & Technical Skills coupled with confident decision making for enabling effective solutions leading to high employer satisfaction.
* Client interactions for requirement feasibility and technical consultancy.
* Preparing data model and technical design based on the functional requirement.
* Performing code reviews, security reviews based on Salesforce standards.
* Involved in Packaging of in-house Salesforce product.
* Salesforce deployments using workbench and change set.
* Extensively worked upon Customization, Integrations, Communities, Einstein’s, Data Migration, Apex, Lightning Development and Visualforce.
* Extensively worked on integrating CRM systems with many other external system applications using different integration methodologies like REST, SOAP and Third Party Tools.
* Worked on Einstein’s Discovery, Next Best Actions, Einstein’s Vision and Einstein’s Analytics Dashboard.
* Good knowledge on Service Cloud and Sales cloud, Case Management, Knowledge article, Entitlement and milestone.
* Expertise in writing apex trigger, apex classes, visual force pages and test classes in Salesforce.
* Worked on other cloud applications like Heroku.
* Experienced on conducting feasibility study, preparing RFP proposals to recommend SF product, worked on estimations, automations, experienced in handling multiple projects simultaneously.
* Hands on experience on Salesforce.com (force.com, sales, service community, marketing, financial service clouds, Einstein).
* Hands on experience Marketing cloud (Journey Builder, Email Studio, Social Studio).
* Have good experience on migrating millions of records from External Applications to Salesforce.com.
* Have worked extensively on CRM Applications and its associated entities. As a SA have executed variety of projects that includes Solutioning, Development, Transition, Application Migration and Roll-outs.
* Excellent exposure to Sales/Service Cloud/Customer Communities/Financial Service cloud and Marketing cloud.
* Led teams of up to 30+ members.
* Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment. Versatile team player with excellent analytical, presentation and inter-personal skills.
* Strong communication, organizational and interpersonal competencies along with detail oriented and problem-solving skills in the technology arena.
* A decision maker for all technical solutions & deliverables to business, working closely with business stake holders.
* Experience working on multiple RFPs & proposals to propose SFDC as a product fitment compared to other available options in market.

# PROFESSIONAL EXPERIENCE

**Jefferies – Salesforce Architect, Remote, NYC Jan’23 – Till now**

# Worked with Jefferies as Salesforce architect, leading the customer mobile application for Salesforce engagements.

# Key accomplishments:

* Planning project activities viz., scoping, estimation, tracking, change management, delivery management & post implementation support.
* Directing application development activities for business process mapping of the client and identifying appropriate development methodology.
* In addition, worked on Marketing cloud (Journey Builder, Email Studio, Social Studio).
* Handling client / user / partner interaction for requirement gathering, risk assessment, finalization of technical specifications and discussions for effort/cost/time estimation and client co-ordination.
* Design, implementing, and providing support for business application for clients.
* Coordinating with development team to make sure right design is implemented.
* Coordinating with development team to make sure they are delivering right requirements.
* Led the team of onshore and offshore developers.
* Worked with Pre sales team on multiple RFPs.

**Entergy – Salesforce Solution Architect, Remote, TX Oct’22 – Jan’23**

# Worked with Entergy as Solution architect, leading the customer 360 program for Salesforce engagements.

# Key accomplishments:

* Understanding the current implementation and prepared the enterprise system architectural diagram.
* Gather the requirement from business stake holder.
* Helped the team converting the requirement into salesforce stories for development team.
* Prepared the Solution design and High level design documents for clients.
* Prepared the data model (ERD diagram).

**Restoration Hardware – Salesforce Technical Architect, Remote, CA Dec’21 – Sep’22**

Worked with Restoration CRM team as a Technical Architect leading the delivery of innovative Salesforce engagements for clients in the Technology. Leading a team of Salesforce developers and grooming future Salesforce architects.

# Key accomplishments:

* Lead Technical Architect for an enterprise client for designing integrations between their existing client portal, backend system, and Salesforce. Leading the design and implementation for enabling Sales Cloud and Service.
* Led a Salesforce delivery team for an enterprise client to introduce Salesforce. Also built and executed data migration to Salesforce with 0% errors.
* Improved an unsalable system architecture for a retail technology client by designing integration patterns, and developing new real time APIs between Salesforce, payment gateway, and legacy databases.
* Designed, developed, and tested Apex, Lightning Aura Components, and automations for customized use cases.
* Played the role of a Technical Architect and Lead Developer for a migration of one org to multi org.
* Developed the framework for integration pattern /trigger/ test classes in Salesforce
* Done the code review by Salesforce Code Analyzer Plug-in/PMD.

**Incapsulate – Salesforce Solution Architect, Remote, CA Oct’21 – Dec’21**

Salesforce is used to manage the Sales. Salesforce is integrated with various applications to complete day to day sales and support activities. Lots of custom solution are in place to meet other business requirements.

# Key accomplishments:

* Understanding the current implementation.
* Getting requirements from various business stake holders and provide best solution.
* Feasibility study of business needs to best fit in Out-of-box/custom solution/app exchange tools.
* Optimize the Security & sharing of the org.
* Done the code review by Salesforce Code Analyzer Plug-in/PMD.

**Custom Decorator Inc – Salesforce Technical Architect, Remote, CA July’20 – Sep’21**

Custom Sales solution is used to sell their services. Various processes are customized to meet the business requirement like custom actions, Lightning aura component to call the web service etc. It is a typical complex Sales Cloud Implementation. Heroku implemented to provide the data access for their vendor. Various integrations are done to push the data to downstream systems.

# Key accomplishments:

* Worked with Presales team on RFP and estimations.
* Responsible for managing team of up to 10 members and guiding them for meeting the SLAs, dealing with client’s queries in all aspects and involved in every escalation.
* Designing & Developing IT applications, services, requirements gathering & management, project management.
* Creating and Maintaining the Technical design documents for client.
* Handling a group of high net-worth clients and successfully coordinating with team members to ensure the smooth flow of processes.
* Involved in rendering on-floor training/ guidance to the new trainees about the work, process flows and knowledge resources.
* Responsible for providing analysis reports on workflow processes & team performance.
* Implemented the sales cloud for customer to meet their business requirement.
* Done the integration with Sester, Docu Sign, Siebel and Centah.
* Done the code review by Accenture app exchange tool - NovaSuit.

**StateFarm** **– Salesforce Technical Architect Oct’19 – April’20**

Salesforce Marketing cloud, Service cloud and community cloud is used to meet the business requirement. Sales journey started from Marketing cloud and leads get created in Salesforce. Agents can login in salesforce to worked on leads, opportunity and cases. Customer can login community cloud to raise the claim or can check status of their case.

# Key accomplishments:

* Worked on Marketing cloud, created Journey Builder, Email Studio, Social Studio as per customer requirement.
* Developed the assets for Dreamforce on financial service clouds.
* Handle the team of 30 developers and 4 technical leads.
* Build the framework and best practice to be followed in project.
* Implemented the community for client.
* Implemented the Chabot on community, Next best action and Einstein’s discovery.
* Done the code review by Accenture app exchange tool - NovaSuit

**Sunshine – Salesforce Solution Architect Jan’19 – July’19**

Salesforce Sales, Service & community cloud is implemented to meet the business requirement. Salesforce out of the box feature is used to track their sales, case management and partner communities. Various integrations are done to push the data to downstream systems via Mulesoft and Omni Studio. Worked on telecom package from Vlocity(Omni Studio) and Created various FlexCard to meet the client requirements.

# Key accomplishments:

* Planning project activities viz., scoping, estimation, tracking, change management, delivery management & post implementation support.
* Directing application development activities for business process mapping of the client and identifying appropriate development methodology.
* Worked on telecom package from Vlocity(Omni Studio) and Created various FlexCard to meet the client requirements.
* Handling client / user / partner interaction for requirement gathering, risk assessment, finalization of technical specifications and discussions for effort/cost/time estimation and client co-ordination.
* Design, implementing, and providing support for business application for clients.
* Coordinating with development team to make sure right design is implemented.
* Coordinating with development team to make sure they are delivering right requirements.
* Deployment of project in production.
* Responsible for Solving Issues, enhancing existent salesforce.com implementation.
* Implemented the sales, service cloud & partner communities.
* Implemented the Einstein’s OCR.
* Done the integration with BSS and OSS system.
* Done the code review by Salesforce Code Analyzer Plug-in/PMD.

**Innovation** **– Salesforce Technical Architect July’17 – Dec’18**

Accenture internal project which is used Salesforce out of box features, custom solutions, POC on Financial Service clouds. Innovation project analyze the latest features release by the salesforce and build the POC on that. Present the POC to upcoming leads for Accenture and also presented the POC in dream force event.

# Key accomplishments:

* Worked on various POC on financial service clouds for upcoming leads.
* Build the various accelerators for internal as well as external customer.
* Developed the assets for Dreamforce on financial service clouds.
* Handle the team of 30 developers and 4 technical leads.
* Build the framework and best practice to be followed in project.
* Deployment of project in production.
* Responsible for Solving Issues, enhancing existent salesforce.com implementation.
* Created the framework for apex.
* Implemented the community for client.
* Implemented the Chabot on community, Next best action and Einstein’s discovery.
* Worked on Marketing cloud, created Journey Builder, Email Studio, Social Studio as per customer requirement.
* Done the code review by Accenture app exchange tool - NovaSuit

**Entergy – Salesforce Technical Lead Oct’16 – June’17**

Salesforce customer community portal is implemented for US energy client. End user can register through the portal, add member in their account, see the history of usage. User can do the online payment for their account. Knowledge article is implemented to provide the support the end user.

# Key accomplishments:

* Planning project activities viz., scoping, estimation, tracking, change management, delivery management & post implementation support.
* Designing and solutioning the application.
* Directing application development activities for business process mapping of the client and identifying appropriate development methodology.
* Handling client / user / partner interaction for requirement gathering, risk assessment, finalization of technical specifications and discussions for effort/cost/time estimation and client co-ordination.
* Developing, implementing, and providing support for business application for clients.
* Coordinating with development team to make sure right design is implemented.
* Coordinating with development team to make sure they are delivering right requirements.
* Responsible for Solving Issues, enhancing existent salesforce.com implementation.
* Created the framework for apex.
* Implemented the customer community for client.
* Done the code review by Accenture app exchange tool – NovaSuit.

**Aetna** **– Salesforce Technical Lead Oct’15 – Sep’16**

# Key accomplishments:

* Responsible for managing team of up to 12-15 member and guiding them for meeting the SLAs, dealing with client’s queries in all aspects and involved in every escalation.
* Designing & Developing IT applications, services, requirements gathering & management, project management.
* Creating and Maintaining the Technical design documents for client.
* Handling a group of high net-worth clients and successfully coordinating with team members to ensure the smooth flow of processes.
* Involved in rendering on-floor training/ guidance to the new trainees about the work procedures, process flows and knowledge resources.
* Responsible for providing analysis reports on workflow processes & team performance.
* Customize the sales cloud for client.
* Created the framework for trigger.
* Done the code review by Accenture app exchange tool – NovaSuit.

**Blue Cross Blue Shield of Rhode Island – Salesforce Technical Lead Mar’14 – Sep’15**

**Key accomplishments:**

* Responsible for managing team of up to 5 members and guiding them for meeting the SLAs, dealing with client’s queries in all aspects and involved in every escalation.
* Designing & Developing IT applications, services, requirements gathering & management, project management.
* Implemented the service console and case management for client.
* Done the integration with their legacy system.
* Created the various visual force pages.
* Created the various apex trigger.
* Created the apex trigger framework.
* Done the manual code reviewed.

**Guthy Renker – Salesforce Technical Lead Mar’13 – Feb’14**

**Key accomplishments**:

* Responsible for managing team of up to 7 members and guiding them for meeting the SLAs, dealing with client’s queries in all aspects and involved in every escalation.
* Designing & Developing IT applications, services, requirements gathering & management, project management.
* Implemented the sales and service console and case management for client.
* Created the various visual force pages.
* Created the various apex trigger.
* Done the code review by code scan tool.

**First Data Co-operation – Salesforce Technical Lead Mar’11 – Feb’13**

**Key accomplishments:**

* Responsible for managing team of up to 4 members and guiding them for meeting the SLAs, dealing with client’s queries in all aspects and involved in every escalation.
* Designing & Developing IT applications, services, requirements gathering & management, project management.
* Implemented the sales and service console and case management for client.
* Created the various visual force pages.
* Created the various apex trigger.
* Done the code review by code scan tool.

**Mitra – Salesforce Sr. Developer Dec’10– Feb’11**

# Key accomplishments:

* Created the various apex trigger.
* Created the various apex controller.
* Created the various visual force pages.
* Created the various triggers.
* Done the integration with SAP, TMS and Loyalty application.
* Done the manual code reviewed.

**Drishti – Salesforce Developer Sep’10– Dec’10**

**Key accomplishments:**

* Created the various visual force pages.
* Created the various apex trigger.
* Done the integration with Contract Management, GEMS and TMS.
* Responsible for providing analysis reports on workflow processes & team performance.
* Customize the Sales and service cloud as per client business requirement.
* Done the manual code reviewed.

**SALESFORCE CERTIFICATIONS:** <https://trailblazer.me/id/siddharthatomar>

**Architect**: Application Architect, Data Architect, Sharing & Visibility Architect, Integration Architect, Heroku Architecture Designer & Development Lifecycle and Deployment Architect.

**Consultant**: Sales Cloud Consultant, Service Cloud Consultant, Community cloud Consultant, Field Service lighting consultant.

**Developer**: Platform Developer II, Platform Developer I, Force.com developer, App Builder **Administrator**: Administrator,

**Industry**: CPQ Specialist, Marketing Cloud Email Specialist.

**CAREER CONTOUR:**

* Working **as Salesforce Architect** with **R Systems International**, since Oct 2021 to till date.
* Working **as Salesforce Architect** with **Wipro Limited**, since Jul 2020 to till date.
* Worked as **Business & Integration Arch Team Lead** with **Accenture**, since Aug 2017 to May 2020.
* Worked as **Sr. Integration Sr. Analys**t with **Dell Service**, since Sep 2016 to Aug 2017.
* Worked as **Consultant** with **Infogain India Pvt. Ltd**, since Feb 2015 to Sep 2016.
* Worked as **Software Developer** with **ArbhInfotech**, since Sep 2010 to Feb 2015.
* Worked as **Network Engineer** with **Nokia-Siemens Network**, since March 2009 to Jan 2010.