**Rakesh Pinneboina**

**Sr Business Analyst / Consultant**

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Salesforce Certified senior business analyst and consultant with expertise in Salesforce Sales and Service cloud, Community cloud implementation and product enhancements and process simplifications. Enabled business decision making by translating business needs into technical requirements and delivered key insights through analytics and executive reports.

**Professional Summary:**

* 13 years of overall experience, partnering with multiple Fortune 500 clients
* Expertise in Salesforce sales and service cloud enhancements and simplifications – implement multiple new and redesign existing case lifecycles.
* Implement self-service customer community portal, Salesforce voice, Salesforce scheduler.
* Einstein Analytics on the case survey using Medallia vs Salesforce Survey.
* Translate business needs into user stores based on engagement with stakeholders and clients
* Author Business Requirements Documents and convert them into System Requirement Specification Documents.
* Expertise in discovering key business processes of undocumented Legacy systems, baselining and getting signoff
* Deep experience in developing Requirement, physical design, logical design, source to target documentation.
* Proven record in managing technical teams, assisting project manager with task planning, estimation and conducting project co-ordination activities.
* Deep experience in peer review, unit testing and performing error free, on time delivery of projects.
* Participate and contribute in discussions to bring awareness in Technology vision, roadmaps, release, and priorities.
* Create and execute release plans, hyper-care support and transition to steady state application support.
* Demonstrate strong leadership in managing client and vendor teams across geographical locations.

**Experience:**

***Salesforce Sr Business Analyst***  Mar 2020 – Till Date

**Client*: Citizens Bank***  Indianapolis, IN

Built customer portal in agile model and Implement new custom Salesforce functionalities – Salesforce Voice, Scheduler and Einstein analytics on Survey.

* Built a self-service customer portal for all the commercial customers for Bank
* Implement Salesforce Scheduler – enable multiple modes of customer connect with specialist based on predefined agent availability.
* Implement Salesforce service cloud voice by integrating with AWS connect.
* Evaluate the business value on case survey from Salesforce feedback management to a vendor product, Medallia. Work on POC to identify the best suited solution per customer needs.
* Enable Salesforce Einstein analytics on the survey data for actional insights.

***Salesforce Business Analyst***  June 2018 – Mar 2020

**Client*: Starbucks Coffee Company*** Seattle, WA

Manage implementation of custom Salesforce application for retail store real estate management and work on workforce optimization.

* Engineered a custom salesforce solution for the Starbucks store real estate – landlord portal, lease administration and contract management.
* Built lightning pages using Lightening Web Components, Visualforce pages, triggers and configuring custom object including validation rules, permission sets, record types and page layouts.
* Proactively managed expectations from internal and external stakeholders around product roadmap, releases, and priorities.

***Salesforce Consultant***  Jan 2017 – May 2018

**Client*:* Mondelez International** Hyderabad, India

Designed custom Salesforce application to track and manage consumer complaints

* Service Cloud implementation - Omni Channel and Computer-Telephony Integration (CTI) setup, configuring escalation rules, macros, quick texts, custom email templates.
* Analyzed and examined the legacy custom application used for tracking and managing consumer complaints.
* Authored key functionalities and enhancements to existing legacy system, with more insights on volume and category of the complaint by business unit/product family, complaint life by stage, escalation rules.
* Facilitated brainstorming sessions with the development team to actively involve them during requirements analysis.
* Operated Salesforce Administration activities - Managing user access, validation rules, workflows, page-layouts, record-types, permission sets, enhancing the existing and creating new reports and dashboards.
* Drafted and coordinated the release management activities by working along with Release Managers / Change Approval Board

***Senior Business Analyst*** Apr 2015 – Dec 2016

**Client**: **KraftHeinz Company** Chicago, IL

Designed custom Salesforce business process to track and manage indirect customer sales for revenue recognition

* Designed a business process for capturing the indirect sales revenue and manage balances between Head Quarters and indirect customers.
* Enabled the indirect revenue to be considered for the Trade Promotions Management, and executive reporting.
* Orchestrated integration with ERP system using TIBCO
* Handled hyper care support and overseen the transition to steady state application support.

***Senior Systems Analyst*** Jul 2014 – Mar 2015

**Client**: **KraftHeinz Company** Chicago, IL

Designed and configured auto scheduling in manufacturing for CPG major

* Worked with the manufacturing plant managers to get inputs on business requirement and translated it into meaningful blueprint configuration document.
* Developed solution design document for a Workforce Management solution using Kronos for Manufacturing facilities.
* Designed application configuration document and got signoff on requirements.
* Managed weekly alignment calls between application stakeholder, development (Infosys Ltd) and product vendor (Kronos Inc.) on key risks and mitigation plans.
* Configured the blueprints in workforce planner based on demand for manufacturing, to have employee auto scheduled via job allocation engine, considering employee’s skills, role, availability and seniority.
* Eliminated the manual intervention by managers in scheduling, an effort reduction of 18-person hours per week.

***Senior Business Analyst*** May 2013 – Jun 2014

**Client:** **KraftHeinz Company**  Chicago, IL

Integration of sales application for a major merger of Kraft Foods group and HJ Heinz Company, during the acquisition. Awarded the Most Valuable Player within the business unit.

* Identified key process differences between the two companies and centralized list of all impacted sales applications.
* Designed the report parameters to have the BU level visibility of combined enterprise by extracting data from two different data models, for key insights to the sales leadership.
* Coordinated with multiple vendor teams on changes to be implemented and managed the integration process seamlessly without any deviation from planned schedule.
* Organized weekly status calls on key challenges, accomplishments and enhancements in pipeline.
* Composed high impact field communications and status reporting to IT Leadership.
* Partnered with sales teams to assist in proposals, presentations, and demos for key support contract renewals / RFPs.

***Senior Analyst*** Apr 2011 – Apr 2013

**Client: Kraft Foods Group** Northfield, IL

Worked on SAP BO Web Intelligence reporting project which creates and distributes customer specific daily sales reports to over 500 field sales teams. Led the reporting 'split' between Kraft and Mondelez. Improved controls and eliminated operation reporting issues. Utilized an end-user segmentation methodology to create reporting environments based on role and systems aptitude.

* Provided estimates on enhancement or new functionality implementation requests and created a fool proof implementation plan with individual responsibilities
* Managed sales operations and worked with the Field sales teams on custom sales revenue rewrite process.
* Owned the field sales reporting and demonstrated a new metric in reporting by creating a prototype with better insights.
* Automated excel based reporting with Business Objects for executive broadcast, taking up the reporting SLA to 99.9% and eliminating the manual effort of adjusting hierarchy changes into excel reporting
* Proposed new KPIs and built custom reports for Food Service business, for better data insights

***Systems Analyst - Sales and Marketing***  May 2007 – Mar 2011

**Client: KRAFT**  Hyderabad, India

Handled the CRM business of configuring commissions to be paid to Brokers, based on the customers that get to CPG Major, KRAFT. Named Most Promising Rookie of the year – 2007 in Retail/CPG.

* Configured the commission plans, rulers and filters that determine percentage commission to be paid and grouping of Broker partners based on contract.
* Generated payments on monthly basis and coordinated with accounts payable team to get the payment adjustments processed on-time.
* Involved in legacy modernization of migrating the application land scape from Mainframe to SAP. Also, handled the historical sales data archival for future financial audits.

**TECHNICAL SKILLS**

CRM Solutions: Salesforce Administrator (certified)/Sales Cloud/Service Cloud Consulting

ERP Solutions: SAP R/3 Sales & Distribution, TIBCO Integrations, Kronos WFC 8.2/WFP 6.0

Programming Languages: LWC, APEX, ABAP, SCALA

Databases: MS SQL, DB2, Oracle SQL

Data Management and Analytics: SAP Business Intelligence, Business Objects Web Intelligence (certified), Crystal Reports

**CERTIFICATIONS**

Salesforce Certified Administrator

SAP Business Objects Web Intelligence Certified