**Prathyusha Kolluri**

1301 Walnut Ave., Fremont, CA 94536 • 281.258.5902 • [prathyuk26@gmail.com](mailto:prathyuk26@gmail.com)

<https://www.linkedin.com/in/prathyuk>

**Salesforce Certified Professional / Business Analyst**

Computer Programming • Process Improvements • Client Relations

Data Migrations • User Training • Solution Customizations & Configuration

Profile

* Solid experience in configuration, customization, and data migration of Salesforce CRM application.
* Ability to identify business & user requirements, allocate and coordinate resources, and facilitate solution delivery within timeline, scope, and budget constraints.
* Skilled at strategic planning, vendor management, executive relations, and leveraging appropriate project and delivery methodologies (i.e. Agile, Scrum) to optimize outcomes.
* Excel at interfacing with key stakeholders and business partners to propel forward-moving efforts.
* Skilled at standardizing procedures to eliminate unproductive processes for clients, and able to uncover strategies to bolster organizational growth and productivity.
* Proven ability to communicate with all levels of management, peers, clients, and technical specialists.

Professional Experience

Genentech, 2020 – Present

**Senior Business System Analyst**

* Lead efforts to enhance Genentech Patient Foundation journey by building APIs to integrate with their specialty pharmacy that process the shipments.
* Played crucial part in building APIs to send and receive data to and from Infinitus, an AI based robot that makes benefits investigation calls to insurance providers.
* Created json with HL7 FHIR standards that is used by the teams to build APIs in healthcare industry standards.
* Lead & guided testing team to use Postman for replicating vendor and Genentech Salesforce system integrations for testing.
* Analyze and document current & to-be processes as well as PMM required deliverables.
* Lead & facilitate workshops with key stake holders to discuss and document system enhancements.
* Keep management appraised of developments through clear and timely communication.
* Support Ops team to debug and fix productions issues across multiple teams.
* Plan and conduct Hypercare support for major release to address user training questions and plan for hot fixes.
* Provide cross functional strategic and tactical support. And lead data mapping sessions with key stakeholders.
* Contribute to final decisions regarding the readiness of production deployment for major project initiatives.

United Healthcare, 2017 – 2020

**Salesforce Business Analyst**

* Played a pivotal role in migration to Salesforce by gathering data, clarifying key stakeholders’ needs, and creating business requirement documents (BRDs).
* Direct and guide UX designers to develop wire frames and corrections according to defined business requirements and regularly review changing business requirements with development and QA teams.
* Develop and maintain project deliverables in support of broad-based business processes including functional specifications, solution design documents, and hands-on system configuration.
* Effectively collaborate with developers, vendors, and infrastructure team members to analyze, troubleshoot, and swiftly solve complex technical issues.
* Spearhead system upgrades and releases including testing, change management, and deployments.
* Provide training in Salesforce.com platform to optimize user productivity, knowledge, and competency level.

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* Empower the team to make system and process improvements captured in sprint retrospective meetings by acting as a scrum master.
* Define, measure, and report on Salesforce.com and associated metrics to ensure alignment with business goals and direction.

Sysco Foods, 2017

**Salesforce Business Analyst**

* Solicited and converted business requirements to technical specifications, created process flow diagrams, prepared use cases, and designed innovative solutions in conjunction with stakeholders, architects, developers, QA personnel, and deployment teams.
* Championed implementation of Bectran Credit automated system to transition customer credit application process from paper forms to more secure, paperless, integrated system.
* Proficiently configured all facets of Salesforce.com to meet business requirements including fields, page layouts, workflows, approvals, and validation rules.
* Efficiently migrated data from traditional applications to Salesforce using data loader utility.
* Trained, supported, and guided end users on new and added system functionalities.
* Created summary reports, matrix reports, charts, and dashboards to assist business team.
* Tracked and promptly resolved defects in tandem with Quality Assurance team using JIRA tool.
* Coordinated work plan between Project Manager and client and delivered regular status updates.

Wipro Ltd., India, 2013 – 2014

**Business Analyst / Brand Executive**

* Performed in-depth brand analysis including reviewing sales data to influence strategic decisions and direction for brand management, sales operations, and marketing campaigns.
* Masterminded marketing plans and campaigns which propelled revenues by 40% in one quarter.
* Promoted brand on social media platforms such as Facebook to expand company and product awareness.
* Praised by Vice President for redesigning entire Wipro consumer care website with updated logo and interactive customer features to significantly increase customer satisfaction and user appeal.
* Collaboratively guided new product development by seamlessly coordinating with manufacturing plant, research & development, market researchers, and advertising agencies.

VTA Engineering Services, India, 2012 – 2013

**Business Analyst**

* Critically analyzed, revamped, communicated, and launched corporate marketing strategy to enrich market appeal and industry competitiveness.
* Translated business needs, created case studies, and recommended high-impact solutions to clients while successfully accelerating project delivery times.
* Substantially streamlined development process to increase company revenue by 30%.
* Structured start-up business environment by devising Excel sheet to feature weekly updates and leveraged additional Microsoft programs to meticulously track project requirements and status.

Education

* **Master of Science, Information Systems,** University of Houston - Clear Lake, Houston, TX
* **Master of Business Administration,** International School of Management Excellence, India
* **Bachelor of Science, Business Management,** Acharya Nagarjuna University, India

Technical Skills

* **Salesforce:** workflows, validation rules, email templates, roles, profiles, dashboards, reports
* **Languages / Programming:** Apex, C#, Java, SQL, PL/SQL, HTML5, CSS3, EHR Integration (FHIR standard)
* **Software:** Microsoft Office (Word, Excel, Visio), Lucid chart,
* **Agile:** CA Agile (Rally), JIRA, SAFE Methodology