**VIBHA SAXENA**

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Legal Status: Green Card

Cummings, GA

Proactive and result driven technology leader with 19+ years of experience in delivering business solutions. Combining deep industry knowledge in Marketing, Sales, CRM, Pricing, Merchandising, Digital Asset Management, Human Capital Management and Finance to deliver technology solutions for enhancing business growth. Real world experience in deploying Software and Infrastructure platforms in hybrid public and private cloud environments.

Enthusiastic and empathetic people leader with deep understanding of people’s need to perform, grow, flourish, and contribute. Responsible for leading large-scale enterprise initiatives that involves prioritizing work, design, and solution the complex requirements, change management, solving development and operational bottlenecks while ensuring time, budget and quality constraints.

**STRENGTHS**

**PROFESSIONAL SUMMARY**

* Worked to develop a **technology strategy and vision** for CRM Transformation.
* Proven record of partnering and **influencing business and technology** senior executives managing technology roadmaps, architecture, product engineering, modernization and delivery management.
* Extensive **presentation experience** with the business and IT leadership teams and serve as an advisor to the senior leadership team on technology trends.
* **Coached** engineers working on Salesforce to stay current with the new feature releases. Also coached engineers from Java technologies to transition as Salesforce engineers.
* Very strong **tech knowledge** of UI Frameworks, Salesforce, Java, Amazon Web Services and Big Data technologies.
* Very strong understanding & working experience with **agile development** (Scalable Agile Framework).
* Previous engineering experience in building and implementing tools using Java, C++, CORBA, Oracle DB and various AWS services.
* Design and engineer the **AWS cloud** platform, **security**, resilience and availability for different products.
* **Managed Software Engineering teams** of upto 40+ members including full-time and contractors.
* Working with software and cloud vendors and partners to ensure that service levels are maintained and any new features are delivered as expected.
* Providing Engineering expertise, **thought leadership and consulting** to product management teams to ensure we are building the best products, platforms, and experiences functionally and technically
* Drive **scale & reuse** by leveraging platforms and capabilities e.g. APIs and Salesforce Apps.
* Accelerate & increase efficiency by continuously improving engineering & operations practices. e.g. Improved the Time to Build (TTB) and Time to Value (TTV) by 25% between 2020 and 2022.
* Responsible for recruiting a geographical distributed team, building and **managing high performing teams**, including performance reviews, salary reviews, and career development

**EXPERIENCE**



2010-Present

**Sr. Director – Sales and Service Department**

**CRM transformation**: Moving Gartner Sales processes from Siebel to SFDC.

**Responsibilities**:

* Architecting and leading the system process definitions. This involved automating lead assignment, quote creation, compensation management, billing and invoicing, account/contact management, opportunity management and subscription management.
* Downstream impact assessment and defining the enterprise-accepted crawl/walk/run solution options
* Facilitate readouts and collaborate process enhancements across multiple groups.
* Participate in steer-co calls to get enterprise prioritization and agreement

**Finance transformation:** State of the art finance processes that cover quote->agreement->Order thereby reducing order booking time.

**Responsibilities**:

* Designing and delivering a monitoring system to reconcile financial reports with booking systems for effective forecasting. The system also allows one-stop to view lifecycle of an order booking as it moves from booking to compensation to fulfillment to access systems.
* Understanding the legacy territory alignment processes and identifying areas that can be simplified, automated or streamlined.
* Developing the new state-of-art system that is tightly integrated with quota liability and compensation systems.
* Designing the Anaplan integration to facilitate the 0 downtime territory alignment changes with configurable business rules.

**Sales platform for senior leadership:** One-stop shop for Gartner sales leaders to manage their retention, upsell, growth, and sales forecast.

**Responsibilities:**

* Architect, design and oversee delivery of software solutions by understanding the business needs; conferring with users, understanding the process and data flow; investigating problem areas and proposing appropriate technical solutions for the same.
* Forecasting is a company-specific business process. Challenge was to move ~500+ sales leaders from highly macro-based excel sheets to an automated product which is now tightly coupled with booking systems, financial books and compensation systems.

**Prospecting workspace:** Automated Lead to Opportunity conversion process.

**Responsibilities:**

* Vendor-identification, analysis and implementation.
* Define lead generation, enrichment and assignment process. The product aims at bringing together all the prospects that come via the company website hits, phone calls, conferences, events, direct sales calls, related connections, linked-in navigators etc. at a single place to enrich, dedupe, validate and convert to a profitable prospect pool. Search engines were leveraged to mine huge datasets using Vivisimo, Solr, and Elastic.

**AWS Cloud Migration:** Migrating all Gartner on-prem tools and products to cloud.

**Responsibilities:**

* Facilitated the AWS move of Gartner sales tool to AWS cloud, using ECS pipeline, SQS, SNS, Docker, EC2 containers, API gateways via reusable terraform modules.
* Worked to set security policies and ensure AWS move is done securely and with minimal business impact.
* Assisted with the lean security reviews, spec reviews and AWS billing graphs.

**Output Generator:** Develop concise, accurate n personalized smart HTML slides to deliver impact and create a compelling sales pitch.

**Responsibilities:**

* It mines all different sources of information such as client VOCs, analyst calls feedback, public statements, usage of Gartner research, Magic quadrant positioning, prep calls, kick off, check-ins and meeting notes etc. to create a sales pitch which is more driven by facts than text.
* Architecting and designing the output generator engine.
* Ensuring corporate memory save of sales pitch and creating a reusable library for future sales presentations etc.



2007-2008

**Application Developer**

**Responsibilities:**

* Requirement gathering, understanding business needs, design and development of LDAP admin console for Synapse.
* Developed custom JSP tag library for the online magazine subscription model. The library provided easy and ready-to-use tags for creating offer lists, daily/weekly/monthly promotional offers, payment gateway, order capture, shipping/billing information capturing and order fulfillment request.
* Implementing Google Analytics to web pages to capture site traffic, navigation paths, and effectiveness of site development template.
* Developed well-versed user-manual, design document and release documents.
* Developed a Java/J2EE application to allot and track various resource allocations to a project. In spite of many tools available in the market to track resource hours and allocation, this tool is customized in-house application that covers the real-world multi-task environment. It serves as the preliminary data recorder which further serves as input to the base system.



2004-2006

**Program Analyst**

**Responsibilities:**

* Developed automated test engine for T-Mobile, Germany. This was implemented using Omni ORB, OmniIFR, Python and Java to load-test virtually any software applications that has CORBA stubs and skeletons via developing simple python scripts. This simplified the user’s task of writing complex test cases in the native language. The application uses Java as front-end and shell scripts to automatically install required software bundle and set-up the testing environment.
* Worked as the onsite lead and played an active role in requirement gathering/design and development of an automated test environment.
* Handled product demo and UAT support. In addition, provided training to the end users.
* Developed a data loader for Telstra, Australia to automatically load consumer data into exchange servers. It was a reengineering project to move the application from Solaris to Linux environment, upgrading of CORBA ORB from BOA to POA, from Visibroker 3.3 to Visibroker 6.0 and MQ Series version upgrade.
* Tested the interaction of ExADT with various other applications via MQ series and NECH.

**TECHNICAL SKILLSET**

**Programming** Java, J2EE, Spring, Hibernate, Stripes, Struts, TDI, TAI, C++, Velocity, Maven, Python, SOAP and REST web services

**AWS** SQS, SNS, Lambdas, API gateway, Redis Cache, ElasticCache, Logstash, Lambdas, API Gateway, AWS Glue

**SAAS**  Anaplan, ZoomInfo, Gong, Apttus CPQ/CLM, SFDC

**UI/UX**  React JS, Redux, Angular JS

**Analytics** Google Analytics, GSuite API implementation, Tag Manager

**Database** Oracle, SQL PLUS, Neptune, Postgres, Dynamo DB

**Middleware**  CORBA, Visibroker6.0, Omni ORB, OmniIFR, MQ series

**Collaboration Tools** SVN, Bitbucket, GIT, Confluence, JIRA

**Others** IBM Connections, Vivisimo, Solr, Rabbit MQ, CRM (Siebel, Microsoft Dynamics)

**EDUCATION**

Bachelor of Engineering (B.Tech) 1999-2003

GPA-4.8