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 **PROFILE SUMMARY**

**A Thought Leader, Techno Functional Evangelist, Self-starter, Business Functional,**

**Technical Acumen& Customer Focused Professional with multiple assignments in Project/Program/Product Management, Customer Accounts Management in Salesforce.**

**CAREER JOURNEY& PLAN OF ACTION**



**TECHNICAL SKILL SET**

**ERP, CRM, LMS & CMS**: SAP HCM, Success Factors, Sales Force CRM, Lightning, Force.com;

Einstein Prediction Builder, Sites.com, Sales Cloud, Services Cloud, Sugar CRM, Microsoft Office 365,

MS SharePoint, NetSuite. **Programming Languages &APIs:** Apex, Visual Force Page layouts, Process Builder,

Visual Flow, Workflows, Triggers SOAP API, RESTFUL API, BULK API, Meta Data API, Draw loop, Servicemax,Salesforce Field Service Lightning, Remedy Force, COPADO, Cloud Lending. **Business Modelling**: Axure RP Pro 5.6,MS Visio, Smart Draw, Adobe Dreamweaver, **Design tools:** MS FrontPage, MS Publisher 2003, Fireworks, Captivate, Flare 3.0,

FrameMaker 7, 2,Robo Help, Screen Capture & Contribute 3.0, Easy CHM 3.0 **Version Control:** CVS

Subversion**;** Reporting**, Analytics & IDE** – BIRST, SAP BI, Tableau, Informatica. Workbench, Eclipse, Data

Loader**, Project Management Scrum, Agile** – AGM, JIRA, Primavera, Service Now, Lucid Chart, Zapier Service Now Jira Integration, Zephyr JIRA test management integration, FLOSUM CICD DEV OPS.

**PROJECT ACHIEVEMENTS**

**Genesys Telecom Labs Agile Transformation for Amiga Informatics, Noida.**

* Drove process excellence through Scrum in managing Go to Market (GTM) Projects that delivered business value rapidly and reliably leveraging JIRA & Service Now PPM Projects, Incidents technology.

**Merck Classic to Lightning Migration for ET Marlabs, India.**

* Performed Effective Scheduling of activities in alignment of the business components to be delivered within stipulated time and budget.

**Fedex, Europe for Mphasis, India.**

* Established governance of Salesforce best practices & 100% defect free support ticket resolution.

**Al Futtaim Group, Dubai, UAE**

* Provided HR Shared Services support to approximately 24000 employees across UAE and GCC countries with average of 8000 requests received and processed monthly in the area of HR Transactions, Policies Employee/Manager Self Service matters, through a centralized HR Shared Services Centre, running on HR Technology platforms.
* Drove Operational Excellence through stabilization & optimization period, taking HR Operations closer to the vision of becoming a well-established COE in the Middle East region, leveraging on a rich mix of talent & reliable technology as key enablers.

**The Entertainer FZ, LLC, Dubai, UAE**

* Improved document management and collaboration within departments leading to increase in productivity and information retrieval, Cost reduction by 60% optimizing CAPEX and OPEX while meeting the functionality and availability requirements, Increased agent productivity by 40%, customer retention by 34% and sales pipeline by 25% using Service Cloud.

**The Virgin Group, Dubai, UAE**

* Implemented concentrated work order management and boosted social collaboration between employees & customer using the Cloud Hosted Field Service Management of Servicemax.

**CERTIFICATIONS**

* Flosum Certified Professional – 0000028823 Nov 25, 2020
* Salesforce Sales Cloud Consultant – 21554541 Oct 19, 2020
* Salesforce Certified Marketing Cloud Email Specialist – 21450102 Aug 23, 2020.
* COPADO Certified Administrator – Certificate 007845 – Aug 12, 2020.
* Scrum Fundamentals Certified from Scrumstudy – Certificate 773070 - April 11, 2020.
* Completed Beginners Guide to Robotic Process Automation (RPA) Automation Anywhere from Udemy – Jan 29, 2020.
* Certified Scrum Product Owner (CSPO) - Certificate ID: 000952948 Certification Active through: 01 December 2021.
* Certified Scrum Master (CSM) –License – 1080843, Certificate ID: 952948 23 June 2021.
* SAP Success Factors Certification in Administration (HR827) Performance & Goal Management Associate,
* Certified Lean Six Sigma Yellow Belt Professional – Revive & Al Futtaim – March 2017.
* Certified Sales Force Administrator ADM 201 - 4628556, DEV 401 – 2384656,
* Salesforce Platform App Builder March 2016 - 6397014, Platform Developer - May 1 2016 - 6397014
* Service Cloud Number: Jan 2016 4661752, 1719830.
* Trained Agile Certified Practitioner, PMI-RMP – Risk Management Professional by Simplilearn – Aug 16, 2015
* PMP Simplilearn – 35 PDUs, Bangalore, 04/12 – 10/12; Shreelearning – 12/19 – 29/19

**EXPERIENCE PORTFOLIO**

**Feb’20 – Current Amiga Informatics, Noida Senior Scrum Master for Client Genesys, Chennai.**

* Delivered up to 5 Projects of value $50,000 to $2 Million per release cycle managing a team of 12 offshore and 5 onshore resources.
* Administered all Agile/Scrum processes including product vision meetings, release planning, sprint planning, daily scrum, sprint reviews, sprint retrospectives, managed client communication and escalations. Coached client and team on Agile process.
* Provided a Salesforce walkthrough Training to the clientele about CPQ, Partner Portal lightning migration to capabilities and features of the solution.
* Introduced automation & integration best practices of using COPADO for Continuous Integration & Delivery,

Zapier Service Now Jira Integration, Zephyr JIRA test management integration that helped in early completion of the project.

* Reported Net Promoter Score, Org Health performance, Team Velocity, Scrum/Sprint reports & User adoption to business leaders & top management.
* Organized systems training to business users by setting up a training plan, developed UAT test cases and helped execution for different system modules.

**June’19 – Jan’20 ET Marlabs, Bangalore Senior Project Manager - Salesforce**

* Proactively involved in the Pre-Sales activities for Salesforce Projects in US & India.
* Initiated and actively worked towards the Salesforce Platinum Partnership and providing valuable inputs.
* Conducted Salesforce recruitment drive & developed the Salesforce marketing strategy document related to Salesforce Practice and future Roadmaps for Salesforce opportunities.
* Developed Reusable Framework Library for utilization in other prospective projects.
* Managed projects by effective planning & execution by keeping individual goals & Org goals in sync.
* Coordinated directly with internal & external stake holders & provided leadership in setting the direction of the project.
* Improved KRAs like effort & schedule variance, CSAT scores, improved project gross margins and timely billing.
* Published project dashboards to project delivery and governance teams to report weekly and monthly status.
* Facilitated daily stand-ups, project reviews, demonstrations to ensure best practices in code review, customer feedback & scope check.
* Ensured effective communication by channelizing project communications strategies & tracking mechanisms.
* Contributed in process improvements, cost savings for the project & the organization.
* Identified & documented project risks, assumptions, dependencies, throughout the project lifecycle and communicated effectively with necessary mitigation plan.
* Developed training simulation of functional modules of service cloud for UAT and User training.
* Participated & contributed in PCI reviews, Weekly/monthly status reporting of project metrics to internal stakeholders.
* Effectively collaborated in synching with PM Council, Technical Council to strategize the project delivery & meeting the expectations.

**Nov’18 – June’19 Mphasis Limited, Bangalore ERP Group Manager – Salesforce (Contractual)**

* Managed Projects of range from $0.5 to $5 Million projects on CRM, Sales, Services, Health, Financial & Classic to Lightning Migration, Community – Employees, Customers & Partners & CPQ, Marketing Cloud, Field Service Lightning (FSL), Community Cloud & Custom Application Development.
* Coached 10-50 developers/Business Analysts & QAs on Agile Practice & Scrum Framework.
* Demonstrated project leadership skills, with direct responsibility for managing project teams, budget and schedule.
* Lead the Process improvement to 90% by developing scrum boards to visualize & track the sprint goal.
* Facilitated Agile/Scrum meetings and served as the Scrum Master (using Agile tools Version

 One, JIRA and RALLY) to oversee internal developers and vendors’ issues to address customer needs and project

 requirements in a quick turnaround time.

* Managed the requirements gathering, code review and development of updates to and the creation of pages using Apex/Visual Force in working with developer and SMEs.
* Managed sprint planning organized daily scrum and ensured sprint reviews at regular intervals followed by sprint retrospective.
* Executed Product Backlog as per the product owner prioritization & monitored the scrum processes to increase efficiency by 90%.
* Conducted Business Stakeholder training on the service application & setup feedback on training though electronic digital polling system and reported statistics to check on training effectiveness & delivery.

**Feb’18 – Nov’18 JKTech, NCR & New Horizons Abu Dhabi Implementation Cum Trainer Contractor (Salesforce& Success Factors SAP HCM Practice)**

* Conducted Training, Consulting, Implementation of Salesforce Health Cloud, Financial Services Cloud& Classic to Lightning Migration.

**May’16 –Jan’18 Al Futtaim Group LLC Employee Services, Dubai Global HRIS Analyst - Salesforce, SAP HCM & Success Factors**

* Acted as a Salesforce & Success Factors consultant for 24000+ users across MENA & APAC regions. Corely in Design and Governance, Solution Development & Integration of the Portal and the Mobile App, Vendor co-ordination, Standards & Salesforce Knowledge Management towards the Centre of Excellence (COE) initiative of Global HRIS landscape in Salesforce, Success factors (SAP) & SAP HCM.
* Supported and maintained the delivery of HR services, evaluated HR systems capabilities and make recommendations and proposals for improvements in systems and processes in Success Factors & Salesforce.
* Developed project plans, lead and managed implementations of HRIS cloud solutions tailored to meet organization business needs; ensure ensuring deliverables are met in a timely and cost-effective manner.
* Undertook Quality control efforts, Master data maintenance/checks, process adherence within employee services.
* Delivered project needs on time and within the agreed acceptance criteria in a hybrid methodology environment as they attempted to transition to an Agile Methodology.
* Wrote User Stories based on the requirements gathered from all the stake holders.
* Organized and facilitated Agile and Scrum meetings, which included Sprint Planning, Daily Scrums or Standups, Sprint Check-In, Sprint Review & Retrospective.
* Performed strategic workforce planning minimizing the organization risk and improved the ability to achieve business success. Closed the gaps between current and projected workforce needs. Forecasted critical workforce demands.
* Developed & facilitated training to Government & Regulations department on ES portal to walkthrough on the entire system and new features implemented.
* Participated in Systems training for ES Portal, SAP Success Factors HR LMS module to new recruits during the onboarding process and gathered feedback.

**Sep’15 – Apr’16 SFJ Consulting (SFJBS), Dubai for Al Futtaim Salesforce Consultant Architect**

* Administered & provided consulting expertise to in solution blueprinting, licensing, business process re-engineering, architecture revamping, data migration, configuration & best practices.
* Prepared training manuals, help guides, project documentation.
* Coordinated with systems partners to finalize designs and formalize requirements Utilized Story. Sizing and Planning Poker techniques as needed based on the length of the backlog and priorities.
* Operated in 3-week sprints with flexibility on length based on immediate functionality concerns.
* Ensured application availability and data integrity through preventative maintenance and upgrades.
* Performed configuration, user acceptance testing activities – created custom user interface & business logic in Visual Force/Apex for the business card request, Life Insurance Beneficiary & Accommodation Loan forms.

**Sep’14 – Mar’ 15 The Ministry of Manpower Ibri, Oman (Ibrict College) Project Implementation Consultant**

* Involved in requirements gathering; solution analysis and managed the project constraints – scope, cost, time and quality;
* Administered, Implemented Salesforce CRM, Office 365 and MS SharePoint 2013 integration automating the ETS / ESS manual business processes.
* Prepared project documentation rolled out implementation from staging to production for Clinic Administration Management System developed in Salesforce CRM & Success Factors Performance Management & Goal Management.

**Sep’13 – May’14 The Entertainer FZ, LLC Dubai. Sales Force Administrator**

* Actively architected complete data model, mobile app architecture, identified business logic, integration points with Magento cart, BIRST business intelligence, integration with Hoopla for Gamification; Offer engine custom module integration with Mobile app, salesforce; Performed effective resource management from inception to delivery for efficient utilization.
* Involved in creating KPI dashboards & reports for global Operations team.

**Mar’13 - Aug’13 Virgin Mobile Middle East & Africa (VMMEA), Dubai Product Development Manager**

* Formulated scope statement identified Minimum Launch Requirements (MLR) and alerted product development office of the problems, issues and suggested work around solutions hindering project completion
* Acted as a prime from Pre-sales to final delivery; for project integration, scope, time, cost, communication management, requirements elicitation, project deliverables & meeting technical project documentation needs in Agile environment from planning to performance.
* Performed controlled change management following the change control process and facilitated UAT sessions.
* Shouldered the responsibilities of business and ecommerce strategies for Virgin Group KSA project that led business create and maintain its strong presence in operation using Cloud Technologies in Oman & KSA regions.
* Created SOW & scope document for Salesforce ServiceMax integration project and developed service max processes.
* Developed understanding of Virgin mobile products and service contracts to incorporate in the project plan and scope document for Service Max implementation blue printing for KSA.

**Mar’10 – Nov’ 12 Velocis, Noida & Vertex Offshore Services, Hyd. Project Manager (Client Relationship, Program & Project Management – Implementation & Delivery) (Contractual)**

* Created business case, roadmap of development and effort estimation for the program.
* Marketed Product Portfolio supporting the BDM team in US for Sales Force CRM; Prepared technical power point presentations, marketing newsletters, wrote case studies, white papers to highlight the services and capabilities, implementation achievements.
* Efficiently & effectively identified custom UI vs. Point and Click changes in the sand box & created deployment elements spreadsheet identifying custom objects, apex controller classes, tabs, etc.

**Jan’09 – March’ 10 Webgility LLC, (HQ: San Francisco, USA) Indore IT Product Support / Sales Manager (Accounts, Marketing, Support & Product Management) (Full Time)**

* Accountable for strategic planning for direct product sales, configuration and technical support to new & existing product users. Coordinated the collection, description, analysis and prioritization of requests for new product functionality from customers and prospects & created detailed use cases, business requirements, and marketing requirements
* Formed Support processes, built product road map, policies for enforcement standardization and quality achievement in Salesforce CRM,
* Rendered support to marketing &sales through leading the development and maintenance of various technical marketing collateral including application notes, FAQs, product notes, user guides, field training presentations, online marketing content and demos. Extensively worked with developers and QA to design test cases, test scenarios and performed manual testing of different modules of the front end and back end of the website.

**Jan’07 – Dec’08 PittState, Pittsburg & ITU, Sunnyvale. GTA (Jr. Project Analyst) (Full Time On campus)**

* Assisted the delivery lead in creating the project plan by defining the corresponding release strategies detailing planned releases, functionality to be included, iterations, timelines, major deliverables and dependencies in managing in house project of revamping the ITU website, Black Board to Angel LMS Migration and SFDC CRM – Accounts, Leads, Contacts, Marketing, Cases, Opportunities implementation .
* Provided project-focused expertise including interface configuration, workflow re-design, and project timeline and resource development. Preparing & maintaining support documentation& creating user guides, manuals &

training demos.

**July ’03 – Dec ’06 Gatesix & Medikin (Intercom online) Indore Project Analyst – Accounts & Web IT (Full Time)**

* Acted as a prime advocate of managing Customer Relationship/Customer Accounts, IT Support Communication at offshore for US Clients, marketed IT Support & Internet Marketing plans & invented ideas of better customer support and enhancement thorough technology resulting in reduction of service response time and more satisfied client base. Aided in reorganizing management of IT support team and delegated responsibility to exceed set goals, support metrics & SLA’s; mastered and streamlined IT Support processes under supervision under Salesforce /Sugar CRM. Monitored & Controlled tracking of project progress on tasks/activities assigned to resources and scope creep. Managed Change requests and provide status reports to me on a regular basis as planned in communication plan.

**EDUCATION**

 MBA (Finance, Internet Marketing), Master of Computer Management, Bachelor of Computer Applications