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**Objective**

## Having delivered successful projects covering multiple enterprise applications in a dynamic/high growth environment with cross functional business and development team of varying sizes, my aim is to build/lead high performing business/ technical teams that can deliver solutions across any platform/technology.

## Synopsis Over Twenty Five years of experience in Managing IT Projects, Leading, Analysis, Design & Implementing Enterprise (CRM, ERP, CPQ) applications, Web applications & Systems Integration. Proficient in technologies such as Salesforce (SFDC Trained Consultant – DEV 401 & Certified ADM 201), SIEBEL (Certified Consultant), Oracle Applications, SAP CRM, SaaS/Cloud platforms, Web technologies etc. Highly skilled with Project, Program & Team management as well as working with upper mgmt. and stakeholders.

###### Professional Experience:

**Oct 2002 – Present Eternity Systems, Inc. Sr. Principal/Delivery Manager**

**Client Projects –**

Sept 18 – Present Nutanix SFDC Solutions Architect & Proj. Mgmt

Helping Nutanix to enhance Salesforce application to adapt to ever enhancing Opportunity2Order2Cash processes – Opportunity/Quoting/Order management processes. Playing as advisory role with primary interface to Sales Ops for providing right solutions. Re-engineered Quoting functionality using Salesforce CPQ (steelbrick) as well as new home grown custom CPQ. Playing important role in Nutanix’s NPI processes to operationalize the new products/offering and bring it to the market. Helped to build new homegrown CPQ tool/solution to address very complex functionality for SW and Subscription products.

Environment – Salesforce, Salesforce CPQ, NetSuite ERP, Dell/Boomi, NodeJS/ReactJS/Kafca

Oct 16 – Aug 2018 Hitachi Vantara Salesforce Process Architect/Sr. SFDC Analyst

New Salesforce Implementation for Sales Cloud, Service Cloud and Service Renewals. Helped Hitachi to migrated Sales & Service functionality from Siebel to Salesforce and re-engineer all their Sales & Service processes on Salesforce platform to benefit new lines of businesses and develop new markets. It includes refining Opportunity, Quote (using FPX CPQ), Product and Order Management processes in Salesforce, Order fulfillment processes in Oracle ERP, Assets, Service Contract & Customer Service Management etc. Developing functional specs/stories and getting it built & implemented from Salesforce Development team/QA/UAT teams.

Environment – Salesforce, Salesforce CPQ, Oracle eBS, Siebel, FPX CPQ, Mulesoft

Jan 14 – Sept 2016 FireEye Salesforce Project Manager/Sr. SFDC Analyst

Helping FireEye in their NPI (New Products Introductions) processes for bringing new products (which are hw appliances, sw appliances sold on perpetual license and Subscription basis, Cloud based SaaS offerings etc.) to the market and operationalizing quote2cash processes. It includes defining Opportunity, Quote, Product and Order Management processes in Salesforce, Order fulfillment processes in Oracle ERP, Installed Base, Service Contract & Customer Service Management for in Salesforce for every new product which is brought to the market. Developing functional specs and getting it built & implemented from Salesforce Development team/QA/UAT teams.

Nov 14 – Present Nutanix Salesforce Project Manager/Solutions Architect

Adding new features in Salesforce for Service Organization. They include Service Management, Field Service Management, RMA & Logistics etc. Work involves, Salesforce configuration, defining workflow rules, escalation rules, designing triggers, modifying visual force pages etc.

Getting functionality built from development team in India.

May 13 – Oct 14 Juniper Networks, Program Manager, Customer Service Applications

Part of SAP CRM Implementation team, I am responsible for getting Customer Service (CS) related modules - Installed Base (Asset), Service & Subscriptions Contract, Service Request Management, Customer Service Portal implemented (using Agile/Scrum approach) in SAP CRM (which is currently in Siebel CRM). It involves, getting business processes and functionality built in SAP CRM, Functionality & Data Migration from Siebel CRM to SAP CRM, Integrations with other legacy applications (Customer Portals, Saleforce.com), CTI Integration using ININ (Interactive Intelligence), Testing & QA, ensuring SOX Compliance, Data Quality & Governance for Customer Master (using MDM tool) & Installed Base etc. Actively involved in business process re-engineering, process and technical design, user training etc. Additionally responsible for defining reporting/analytics strategy and requirements for CS organization to be build using business warehouse, OBIEE and data visualizations tools such as Tableau.

SalesForce.com Architect for building Marketing Application by Eternity Systems, Inc.

Currently building generic Digital Asset Management System to be placed in Salesforce’s AppExchange. It involves core functionality application development on force.com platform, integration using Amazon AWS services etc.

Sept 12 – May 13 NetApp PM / Sr. Bus. Process Expert – Mkt. SaaS Applications

Managing various integrations projects across various SaaS platforms used by NetApp’s Marketing & Sales organization. They include SalesForce.com (Opportunity & Lead management platform), Aprimo (SaaS based MRM platform to manage Marketing resources and budgets), Eloqua (Campaign delivery platform), Campaign Grid (SaaS based Digital Asset Mgmt. tool), Jive (Online enterprise community tool) etc. Projects included Integration between Aprimo with Oracle ERP for financial reconciliation, SaaS based partner loyalty rewards implementation and its integration with back office application including Salesforce.com, SFDC-Eloqua integration, enhanced enterprise search across internal and external NetApp communities etc.

Jan 12 – Aug 12 Convergys Technical PM (Agile) -Product & Process Integration

Convergys products serve telecom service providers with service revenue mgmt., rating and billing, usage based charging etc.. Managed Product Integration project using Business Process Management (BPM) Tool (Cordys) to integrate Convergys product lines. Products include Convergys CRM (Microsoft Dynamics), ERP (Rating & Billing Engine, Revenue Mgmt., Mediation, Shopping & Ordering Engine, Product Configuration etc.), MDM (Master Data Mgmt global footfprint) and SaaS/Cloud service products. Managing a team of 25+ core R&D people responsible for building cross product bpm flows to integrate Convergys products. Iteration based Agile/Scrum development methodology as well as eTOM standard framework is being followed and managing the releases for every 4-5 weeks sprints.

May 11 – Jan 12 Sales Force Dot Com Solution Architect

Client - Scalr.net

Eternity helped Scalr.net to implement Sales Force and its integration with other systems. We built integration of SFDC with Gmail, Tender (tech support service application) & with Zoho (another Ondemand CRM) for Scalr (scalr.net), a cloud infrastructure scaling Services Company. Integrations are built through Cnetra.com (Integration as a service cloud integration platform).

May 10 – Dec 11 Adobe PM (Agile/Scrum)/Bus. Solution Architect

Project – Subscription Management System for Adobe’s SaaS Cloud Services, Product/Mobile Apps/Services launch on Adobe online Store.

Managed a team of 25+ people to build Subscription Management Engine for Adobe’s SaaS based cloud service products (which are being offered on subscription basis like acrobat.com, photoshop.com etc. from adobe.com eCommerce site). Integrated with legacy enterprise application like Order Mgmt (SAP ECC, Adobe Store) for order fulfillment, CRM (SAP for Customer Support, MDM (Product Master) and Salesforce.com for renewal opportunity Mgmt), Analytics etc. Managed the overall new product/service product definitions & launching, Project and resources management, working with business and IT stakeholders as well as managing releases using iteration based Agile/Scrum methodology.

May 08 – April 10 Deloitte /Juniper Networks PM -CRM Bus.Process Analysis & Design

Project – New Siebel CRM (Call Center, Sales, Channel Sales & Svc), UCM & BI (OBIEE) Implementation, Order Management (Oracle ERP, OM and other related modules)

Played key managerial role for Siebel CRM & UCM implementation. Put together detail Siebel design, data migration and integration strategy, implementation planning & roadmap to present it to upper management for their consensus and approvals. Define cross functional processes with MDM – Customer & Product Hub (UCM) , ERP (Oracle OM and Supply chain modules), & other IT applications. Managed a team to implement Service renewal Sales (Direct & Channel), Service Contracts (Licensing and Subscription based contracts), Install Base (Assets), Reverse Service Supply Chain (RMA), Service Quote/Pricing/Order Mgmt., Self Service Portal, Collaborative Partner portal (SFDC-PRM) & Analytical Reporting (OBIEE).

Salesforce Assignment (Oct 10 – Jan 11) – Critical Situation Management Tool

Lead the designing of CSM (Critical Situation Mgmt) Tool for Juniper’s Customer Service organization in Salesforce (SFDC).

Nov 07 – Aug 08 Cisco Program Manger - Data Mgmt/DMAIC

Project – Service Supply Chain Dashboard/Reporting Requirements and DMAIC Analysis

Root cause analysis using Six Sigma DMAIC methodology for issues related to Cisco’s Service Supply Chain Operations (SSC). Presented detail analysis and findings to upper management. Based on the multiple issues identified, recommended business process changes to improve overall Service Supply Chain operations. Also defined dashboards and reporting requirements (BI) for monitoring.

Apr 07 – Nov 07 Trend Micro Project Manger – Partner Mktg. Mgmt

Project – SaaS based Channel Partner Relationship Mgmt (PRM) Portal Implementation

Managed SaaS based PRM Implementation to implement integrated PRM solution for Trend’s Partner Mgmt Organization and Partner portal for Trend’s Partners. Functionality included eMarketing, Campaign Mgmt, CMS, Partner recruitment, Opportunity Mgmt, MDF, Partner Compensation mgmt & related analytical reporting etc. My role was business processes re-engineering, implementation planning, resource mgmt, time and budget management. Release mgmt without impacting core business during the implementation, Change Request Mgmt.

Dec 05 – March 07 EMC/VMware Sr. Consultant (Architect/Sr. Analyst)

Project – Siebel Customization for the Sales, Mktg. & Support (Call Center) Organizations

Managed Siebel CRM implementation at VMware and played key roles in Design, Architect, Re-engineering & Implementation of various Business Processes in Sales, Marketing, Channels & Service –

* Implemented Territory assignment rules for Sales organization using Siebel Assignment Mgr.
* Online Service request & Customer Service tool on Customer & Partner (for channels) Portal.
* Enable Siebel for issue tracking by various organizations like Professional Services, Legal, Channel etc.
* Siebel integrations –KNOVA knowledge base, Oracle ERP, Eloqua Marketing tool, Customer & Partner Portals, Email (MS Outloook), etc.
* Siebel – Avaya CTI & ACD Integration
* Involved in feasibility & Implementation of Master Data Management (MDM) for Customer Data Hub using Siebel UCM.
* Upgrade current Siebel implementation from Non-Unicode to Unicode Implementation (mini-upgrade)
* Eloqua (Third party Marketing Campaign Mgmt application) to Siebel interface to capture campaign leads
* Reporting Data Interfaces to Reporting and Data Warehouse/Analytics (Siebel Analytics/OBIEE) Application.
* Worked on defining Data Warehouse and Siebel Analytics/OBIEE implementation strategy.
* Duns & Bradstreet Customer Master data integration with Siebel.

Feb 05 – Aug 05 Informatica Inc. Sr. Consultant – CRM Architect

Project – Customer Vision Design & Development

Managed a team to build Customer Vision Tool for profiling the customers to explore up sale and cross sales opportunities. This tool was built in Siebel and integrated with Siebel Marketing for Campaign management and with Siebel Analytics/OBIEE for reporting and analytics.

Aug 04 – Jan 05 NetManage Inc. Project Manager

Project – New Siebel CRM 7.5.3 Call Center, Field Service Module Implementation

Managed Call Center Application migration from Scopus to Siebel. Leading and guiding Siebel development team in Application Configuration, Data Migration from old Scopus database to Siebel using Siebel EIM. It involved Re-engineering of Order processing for Service Orders and Agreement orders, Agreement/Entitlement creation automation. Single handedly managed the complete Siebel implementation.

Nov 03 – Feb 05 Palm Inc. Project Manager/Sr. Bus Analyst

Project – Siebel CRM Call Center, eService, Service Order Management, Retail Supply Chain & Marketing Module Implementation Customization

Managed and implemented multiple projects at Palm. Involved in Analysis, Design, Architect and Business Process Re-engineering Siebel CRM application. It included building online RMA/Order processing tool, Consolidating third party call centers and building single Call Center platform used across the world, Merging and migrating functionality in Siebel as a result of handspring acquisition, implementing Firstlogic data quality tool and integrating with Siebel etc.

Project – Direct Marketing Infrastructure assessment and Requirement Analysis

Involved in Analysis of existing Direct Marketing Infrastructure, database marketing needs, understanding current campaign automation, customer segmentation and execution in order to provide recommendation for improvement, understanding the need for analytics and reporting etc. Various recommendations were made to improve the business processes associated with campaign and offer automation, defining new customer segments, data cleansing, secured data transfer needs, marketing database structure etc.

Aug 02 – Nov 03 Intuit Inc. Mountain View, CA Project Lead/Analyst/Architect.

Project – Upgrade SIEBEL from ver 6.2.1 to ver 7.5.2 (Call Center, Sales, Marketing)

**Description –** **Siebel Upgrade -** Leading Siebel CRM upgrade of their Siebel Call Center and Sales Application from Siebel ver. 6.2.1 to ver. 7.5.2. Involved in all aspects of Siebel upgrade including Pre-upgrade, Repository upgrade, Client functionality migration & Integrations with other legacy applications.

#### Sales/RMA Order Management Re-engineering, Automation & Integration

Helped in re-engineering Order Management process where full order life cycle was automated right from Marketing Campaigns to Order Fulfillment.

**Built Customer & Product Master with Firstlogic Data Cleansing Solution & integration with Siebel**

Implemented Customer Master (MDM) using Firstlogic Data Quality Solution (from SAP) and Siebel Data Link 2.0 (**GDQL)** Data Cleansing solution by Integrating with Siebel 7.5.2.

Nov-95 – Jul-02 Xoriant Corporation, San Jose, CA Project Manager/Architect.

Following are some of the projects I worked with different Clients.

Project – Analyzing and defining Data Integration Architecture for multiple SIEBEL Instances.

Client – CISCO SYSTEMS, San Jose, CA Role – Sr. Analyst / Data Architect

Project – Customer View Manager

Client – CISCO SYSTEMS, San Jose, CA Role – Project Manager & Lead Architect

Description – Built Customer Hierarchy View Manager for Cisco’s Customer Data Hub. This tool is a part of Master Data Mgmt (MDM) Oracle TCA (Trading Community Architecture) Tool. Different users need to have different hierarchical view for the Customer Hierarchy. This tool allows users to build their own view of customer hierarchies. At any given point there can be multiple versions of customer hierarchies. These hierarchies are being used by downstream applications in various ways.

Project – ICRM – Creation of Unified Contact Repository.

Client – CHARLES SCHWAB Role –Lead Architect

Description – Architected Unified Contact Repository to provide 360 degree view which will have all the contacts made to the customers through various channels and applications. The source applications were SIEBEL (Call Center, Business Development, Marketing etc.), eGain (Inbound emails from customers), Home grown application for Offers and Campaign Management and various home grown Web applications.

Client – CISCO SYSTEMS Team Lead.

Involved with implementation of multiple Customer Service related projects at Cisco. It included,

Customizing Clarify Call Center application for Cisco’s improved customer support, Building Pro-active Case tracking tools for Advance Services teams, Building Executive Dashboards for Network Supported Account Management, Re-engineering Service Contracts Management tool & its integration with Clarify, CTI Integration using Nortel CTI adapter for Clarify, Building Install base management tool, Re-engineering RMA (Reverse logistics) Processes for Cisco’s critical customer support, Re-engineering Field Service processes and tools., Integrated Customer Support applications for Cisco’s M&A companies, Building web based online customer support related tools used by customers as well as internal employees.

Dec 85 - Nov 95 National Informatics Center, INDIA Sr. Systems Analysts.

Implemented multiple IT applications for various Indian government organizations.

**Education MS - Computer Management, BS – Physics/Electronics**