

### Professional summary:

- Have more than 10+ Years of total experience with close to 3+ years of IT experience
- Worked as Project Coordinator, Business Analyst and SF Admin
- Hands on experience in Salesforce CRM Configuration, Administration
- Understands the business processes in creating Business Requirement Documents
- Strong analytical, verbal and written communication skills
- Good team player as well as independent worker
- Strong interpersonal skills with good ability to work well with people of varying technical skills
- Enjoys collaborating with cross-functional partners
- Well versed in the IPR field especially with patents regarding biotechnology field

### Domain:

Domain: CRM, Enterprise Resource Planning, Biotechnology, Pharmaceuticals, Intellectual Property Rights and Patenting

### Experience:

Urban Technology – Business Analyst & Salesforce Admin

Project: Quinoa365

Northeast biotech, Associate for Human Development Inc

New York, USA

Business Analyst and Salesforce Admin

December 12/01/2021 till present

### Project and Responsibilities

- Project Coordination of collecting 365 Quinoa based Vegetarian recipes from around the world
- Coordination with 3rd party IT company to test and review the software developed by them to convert the collected recipes into a full-color eBook
- Helping with Digital Marketing for promoting the recipe collection using Digital Media
- Requirement gathering
- Coordination with various stakeholders to get the project completion
- Preparation and coordination of the project plan and tracking the project schedule
- Coordination with editors in getting the final selections of the recipe
- Managing the Digital Media like Facebook and others
- Evaluation of Salesforce application and Licensing
- Worked in the salesforce essentials and developer org
- Data Cleansing and importing of the Contacts into Salesforce
- Campaign and Lead generation and conversion of Leads
- Interact with users for Requirement Gathering and Documentation
- As an Admin, worked on Salesforce technologies such as salesforce lightning, Workflow & Approvals, Reports, Dashboards, Case Management Automation and Custom Objects

- Hands on experience in creating custom objects, custom fields, page layouts, custom tabs, reports, customization of accounts, opportunities, contacts, case, leads, campaigns, reports and dashboards, forecasts
- Experience in creating roles, profiles, email templates, page layouts, workflow, workflow actions, approval process
- Hands on working experience with Role Hierarchy, custom profiles, public groups creation and user management
- Well versed with validation rules, related lists, search layouts, list views, filters
- Worked with automation processes such as process builder, workflows, flows
- Working knowledge of assignment rules, escalation rules, chatter, data import wizard, data loader, CSV files, queues

#### **Indian Institute of Biotechnology**

**Project Coordinator – 12<sup>th</sup> Aug 2012 to 10<sup>th</sup> May 2013**

**Business Analyst and Salesforce Admin 19 Aug 2015 to 15<sup>th</sup> Aug 2018**

**Hyderabad, India**

#### **Growth Meter**

- Worked on a proposal dealing with a technology enabled smart machine called, “Growth Meter” which could measure/monitor malnutrition and instantly display results
- Data management of several critical health /growth related parameters of the child using the software applications
- Analyzed data using applications and generated reports to interpret the data
- Requirement gathering and documentation
- Created and managed reports and dashboards based on needs of multiple sales teams
- Created workflows surrounding Sales Opportunities and their various stages, primarily focusing on email alerts
- Responded to internal cases concerning user issues and requests pertaining to Salesforce
- Responsible for managing data exports and the overall process of backing up company data
- Exposure to Process Builder, Flow Builder
- Involved in delivering lectures on IPR in Biotechnology

#### **Indian Institute of Patent and Trademark Attorney**

**Patent Analyst**

**6<sup>th</sup> Jan 2012 – 09<sup>th</sup> Aug 2012**

#### **Project and responsibilities**

- Patentability searches using software application and data analysis
- Well versed with patent search engines like Google patents, USPTO, EPO, WIPO and IPO
- Well versed with Microsoft tools
- Have delivered lectures on IPR

### Certificates and other courses

- Salesforce Admin certificate course by Cloudely, Inc
- Earned 28 badges with 21,850 points in salesforce trailhead
- Certification of “Patent analyst” course at IIPTA, Delhi, India
- Certificate in Advanced course on Intellectual Property Management (DL450E) conducted by WIPO
- Certificate in Specialized Course on the Essentials of Patents (DL170) conducted by WIPO
- Certificate in General Course on Intellectual Property (DL 101) conducted by WIPO
- Certificate in Advanced course on Patents (DL301) conducted by WIPO
- Attended course on “Patent Law” by “Pennsylvania University” through Coursera
- Attended course on “Protecting Business Innovation via Patents” by “The Hongkong University of Science and Technology” through Coursera
- Attended the “Indian patent agent exam” by NPC, Govt of India – Cleared all the sections
- Attended course on “Patent information search” - (DL 318) conducted by WIPO
- Attended course on “IP Panorama” conducted by WIPO
- Attended course on “Patenting in Biotechnology” by “Technical University of Denmark” through Coursera

### Previous Experience

- Tutor, Sreenidhi school of Excellence, Hyderabad, India - 2013-2015
- Lecturer at S.I.T Engineering college, Tumkur, Karnataka, India, 2009
- Lecturer at S.I.E.T Engineering College, 2009, Tumkur, Karnataka, India, 2009
- Lecturer at VidyaVahini First Grade science college, 2006, Tumkur, Karnataka, India

### Educational Qualifications

- Master of Biotechnology, University of Queensland, Australia
- Bachelor’s in Engineering (Biotechnology), Bapuji Institute of Engineering and Technology, Visvesvaraya University, India      Remarks: Distinction

### White papers

- “Natco Vs Bayer” regarding compulsory license @IIPTA
- “Utility patents” @IIPTA
- “Patentability of Biologics” @IIPTA
- “Wockart Vs Roche” regarding post grant opposition @IIPTA
- New amendments of the Copy Right Act, 2012, India @IIPTA
- Landscaping project on the technology “Microencapsulation” @IIPTA
- Patent portfolio project on “Glenmark” @IIPTA
- Independent study on “Practical difficulties in moving the Recombinant Vaccines through FDA regulations.”