**Saad Tanveer**

**Cell:** 425-829-7323 **Email ID:** **saadtanveer.st@gmail.com**

**Summary:**

Over +13 years of diverse progressive experience in SDLC, with emphasis on product development. Expertise in managing projects as well as contributing into Business Analysis, Business Process Modelling, Implementing Business Flows, Functional/Non-Functional spec Documents, Test Planning and Post-PROD Support.

**Clients** include **Alliance Data (Card Services),** **Johnson’s Control, Morgan Stanley, Bottomline,** **DTCC, Bed Bath & Beyond**, **Canon USA, Mediacom Cable, 1800Flowers & Gourmet Food Gourmet Brands & Lowe’s.**

* Functional experience with concentration on Use Case modelling using UML, Business Process Modelling, Data Modelling, Change Management, Technical Training, Software Development methodologies, and Systems Testing of client server and web-based systems.
* Partnering with Integration experts for complex in-house and client setups migrations.
* Experienced working in all phases of SDLC from analysis, design, coding, unit testing, system testing and user acceptance testing.
* Proven expertise in creating test plans, UML diagrams, flowcharts, screen mock-ups and systems requirements specifications.
* Excellent business writing skills in writing Preliminary Investigation, Report, and System Requirements document, Systems Design Specification and System Requirement, Change Request.
* Strong understanding of information technology capabilities and dependencies, including platforms, content management, e-document strategies and process mapping.
* Training of new Product Operations, Integration and other technology functional teams.

**PROFESSIONAL EXPERIENCE**

**Alliance Data Card Services**

**Columbus, OH**

**Solution Architect May 19- Present**

The project is to implement Salesforce Service Cloud (community platform) to cater the existing Brand specific Case Mgmt, IT Communications, Card Services Reporting and Knowledge Base. Additionally, Salesforce team introduced a Dealer Portal specific community that was used to manage any enrolment requests.

**Role & Achievements:**

* Worked with Technology owner in transitioning Salesforce into IT, resulting in improved governance, risk management, and strategic delivery postures while maintaining business partner expectations.
* Actively involved in streamlining the release mgmt. process reducing go-to-market cycle time from seven months to seven weeks end-to-end.
* Significantly improved cross-functional business and IT relationships through transparency, collaboration, and empowerment.
* Served as contributor to the Application Development profession and Scrum practice, establishing standards and formalizing expectations through profession guide establishment and associate mentoring.
* Accountable to manage, refine, and order the backlog in collaboration with the development team in order to maximize the value of the capability delivered.
* Works within the Digital Capabilities Delivery team to support definition, development, commercialization, and management of new capabilities.
* Translates the roadmap to a prioritized workable backlog.
* Responsible for communication of release notes with a focus on the value delivered in that release.
* Demonstrated authentic leadership and enterprise thinking leading the IT delivery of PartnerPortal, Alliance Data's platform for brand partner management and Digital self-service. Partnered with diverse stakeholders to articulate platform vision while championing a focus on speed to value and scalability.

**Environment:** Salesforce Service Cloud and Sales Cloud, SNOW, Ping14C, Agile (SAFe), Mulesoft, PeopleSoft, Visual Studio, Jira, ALM, Sharepoint, OpenGlobe, Daaptiv, Team Foundation, GearSet.

**Johnson’s Control**

**Milwaukee, WI**

**Sr. Consultant May 2018 – May 2019**

The project was to integrate company’s legacy systems into their recently established direct Marketing/Sales Channel. I was focused into the platform specific Enhancements/Integration request with CloudCraze facing platform that was recently launched as part of AppExchange.

**Role & Achievements:**

* Partnered with Functional Stakeholders in enhancing the usage of Salesforce, Scrum Master multiple build/support teams, and overall PMO support in SAFe Scaled Agile environment.
* Worked closely with the RTE to gather prior PI’s performance, cascaded this comparison analysis into the PI events slide deck.
* Agile coach (SAFe) for Ease of Doing Business driving standardization and modernization of e-commerce systems based on the Salesforce.com platform.
* Translated business issues into technical design in-line with the Architectural team.
* Managed the Development activity and delivered the Functionality sequentially into multiple staging environments and signed-off before involving into PROD release.
* Worked on SelNav, OrderNav and ProductNav divisions to laying out BPM that fulfilled everyone’s need.
* Ended up contributing into the release management activities across the EODB division.
* Managed Release Retrospective and Problem-Solving Workshop for different line of businesses to better understand their Problem Statements and work with Program manager to integrate the approved process changes into the upcoming release.
* Contributed into budgeting activities in-line with our PMO protocol and help set the expectation based on a realistic resource pool.
* Collaborate with other departments to provide business continuity and supported various user groups based on Hierarchy on performance reporting.

**Environment:** Salesforce Service Cloud and Sales Cloud, Visual Studio, Heroku, Azure, RBW, ALM, Sharepoint, Visual Studio, Cloud Craze, OpenGlobe, Daaptiv, Team Foundation.

**Morgan Stanley**

**NYC, NY**

**Solution Architect July 2017- May 2018**

The project was to implement a new Salesforce Financial cloud instance into the National sales workspace and bundle all three newly deployed salesforce instances with the MKT cloud and 3D FA desktop. I was responsible for ensuring the business requirements were documented/designed, presented/sign-off and deployed in PROD, furthermore supported the bug/fixes RTB deployments.

**Role & Achievements:**

* Design, implement and manage strategies for CRM (Salesforce) implementation, customer training, database conversions, and pilot group user support.
* Manage ongoing project objectives and key feedback items from pilot group.
* Supported strategic projects and guide efforts to define, prioritize, and execute projects for operational excellence, customer experience enhancement and other large cross-functional initiatives.
* Spearheaded the internal collaborative channel during release activities. Provided tech checkout sign-off before opening the gates for UAT/stakeholder partners to do regression.
* Performed as a relationship manager with Business partners, UAT, QA and Dev team.
* Manage budgeting activities in coordination with PMO senior management and help set the expectation based on the resource pool.
* Manage the monthly and quarterly forecast for development based on the resource/budget challenges. Identified any resource/budget issues
* Created SRS doc/User Stories for tier 1 & 2 project initiatives based on the DPRM org wise release supported by production support group.
* Contributed in defining a process of scrumming analytics data before feeding it back into FSC and 3D for reporting.
* Coach business user on the importance of data integrity in the depending source environments to gain true visibility in the CRM tool.

**Environment:** Salesforce Financial Service Cloud and Marketing Cloud, Salesforce Toolkit, Dynamics GP, Azure RBW, 3D desktop, Jira, ALM, Sharepoint, Client Collaboration Tools, Booking Bug, HireVue.

**Bottomline Payment Processing Group**

**Portsmouth, NH**

**Solution Architect Aug 2016- June 2017**

The project was to streamline Bottomline multi layered business processes into a Salesforce Globalized Business Process model. My focus was to manage multiple CRM initiatives across the organization in preparation to Microsoft Dynamics AX implementation.

**Role & Achievements:**

* Collaborated across various sites to manage TrackWise related communication and trainings.
* Partnered with dev team in the deployment phase, making front end changes to meet Business requirement.
* Indulged multiple demo sessions with our business partners making them aware of what all changes should be expected in our phased SDLC approach.
* Created project schedule and developed resource models allowing the business to evaluate and decide on options to provide operational visibility from departmental management up to the top executive level.
* Worked with business resources to identify detailed requirements to support the integration between MS Dynamics AX ERP with Salesforce.
* Assisted the Products team in reconciling Apptus as the accumulated product repository.
* Analysed and evaluated the performance of the tool from various dimensions and conducted User Acceptance Test for successful implementation.
* Generated Use Cases, Use Case Scenarios, Activity Diagrams and Data Flow Diagrams.
* Initiated the implementation of Communities/Knowledge customer care channel for all the Bottomline’s customers across all fourteen lines of business across the globe.
* Assisted Israel `multi layered business process in adoption towards taking onto Salesforce CRM solutions.

**Environment:** Salesforce Marketing/Sales/Service Cloud, Communities Platform (lightening), Dynamics Great Plains, Apptus, MS Dynamics AX, Jira, confluence, SharePoint, CFS dev tracking.

**Depository Trust & Clearing Corporation**

**Jersey City, NJ**

**Sr. Business System Analyst Oct 2015- Aug 2016**

The project was to lunch a new product line ‘Margin Transit Utility’ into the company’s current sales process channel. Focus of the project was to integrate Salesforce and DocuSign into the newly implemented IBM Business Process Modelling system.

**Role & Achievements:**

* Knowledge and experience using project management, analytics, presenting and exhibiting skills.
* Assisted the PMO lead to develop both high-level and detailed application architecture to meet user requests and business needs.
* Partnered with dev team in the deployment phase, making front end changes to meet Business requirement.
* Indulged multiple demo sessions with our business partners making them aware of what all changes should be expected in our phased SDLC approach.
* Participated in the logical and physical design sessions, assisted and developed high and low-level design documents.
* Spearheaded weekly TCO meetings with business owners, SME’s and other third-party teams to re-define the sales cloud processing.
* Functioned as the primary liaison between the business line, operations, and the technical areas throughout the project life cycle.
* Developed custom EMF processes to further bill the corporate clients through euroClear importing real time receivables data into Salesforce Service cloud.
* Developed Acceptance Criteria/Test Cases based on requirements and impact analysis.
* Executed manual testing situations based on Acceptance Criteria/Test Cases by the target date with a high level of accuracy and quality.
* Conducted stand up meetings and was responsible to track the project taking an initiative from a project management.
* Assisted BPM team integrating API (SOAP & REST) calls.

**Environment:** Salesforce Sales Cloud, Salesforce Service Cloud, DocuSign, Azure, Clear Quest, Cognos, IBM BPM, SAP, MS Dynamics CRM, Version One, Blueworks, Remedy, Mgmt. system, SharePoint, Connections & eRoom.

**Bed Bath & Beyond**

**Union, NJ**

**Technical Consultant Jan 2015-Oct 2015**

Focus of the project was to bring the entire campaign mgmt. process in-house rather than engaging multiple layers of vendor in the planning/processing. Secondly, led SAS upgrade/enhancement for the Marketing/CRM/Analytics division, tool generating 5.2 billion dollars revenue for the company. Was primarily responsible for meeting deadlines for the implementation, ensuring the stability of current business processes.

 **Role & Achievements:**

* Knowledge and experience using information gathering, analysis, and reporting tools.
* Actively participated in enhancing SAS suite functionality.
* Manage internal stakeholder relationships with IT Vendors including planning and prioritization
* Contract management of the IT Vendors including deliverable management, negotiations, and renegotiations
* Created and maintained applicable system, product and client documentation e.g., User Guides, Technical Specification Documents, Client Status Reports, etc.
* Broad knowledge of POS Systems, Coupon Redemption Processing, OmniChannel Coupon Authorization, Omni- Channel Validation Process and Retail store process.
* Gathered requirements for the integration of POS system with the supply chain system.
* Developed documentation for POS Systems including Corporate Policies
* Develop modification for in store systems, including POS system, merchandising reports and price file database.
* Working with continuous integration and build automation tools including open source solutions
* Worked closely with our Ecommerce partners to make sure useful analytics processing was done on the user data coming in from the website. Furthermore, segmentation was done onto it.
* Make sound recommendations to executive management based on strategic imperatives and corporate priorities

**Environment:** SAS Suite, Cloud Craze, Customer Intelligence Studio 5.1 and 6.4, Teredata, Focal Point, Remedy, Coupon Mgmt. system, SharePoint, Jira, Lotus Notes, Connections & eRoom.

**Canon USA**

**Melville, NY**

**Technical Consultant May 2014-Jan 2015**

Canon is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. Focus of the project was to open up Business Direct channels to facilitate its direct customers. Siebel Marketing Automation and Lead Management were brought in-house to avoid any third-party dependencies.

 **Role & Achievements:**

* Implemented several enhancements improving Business Process for Salesforce integration.
* Gathered Requirements from Business including Sales Managers, Marketing Team and converted those requirements into Functional Requirements by constructing prototypes and delivering solutions.
* Performed GAP Analysis on Preformark’s Prospect, Lead and Opportunity Management solutions. Analysing Business Gaps identified by marketing team determining solution working with the Product Specialist.
* Worked on different Business modules in Canon including, Product Maintenance, Order Processing, Customer Service, Systems Manager and Web Management.
* Managed Business Analysis team and coordinating successful completion of enhancements with development team on/off site.
* Constructed BRD’s, FSD’s on implementation projects such as Personalization of items for App and Web and Sales Manager’s Account Plan details sales.
* Constructed Test Cases/Test Plans including Use Cases to test out functionality created both for App and Web.
* Worked with Developers from Hitachi in resolving issues for Prototype design and Database changes.
* Used Oracle Toad to analyse Database fields in Siebel database and data mapping it to fields on Siebel.
* Worked on over 10 enhancements at a time in a very rapid agile lifecycle environment.

**Environment:** Siebel CRM, Microsoft Visio, Project, PPM, ACH Direct, SharePoint, Documentum, Management Centre, Cognos BI 10.2, ALM, Lotus Notes, Connections & eRoom.

**Mediacom Cable**

**Chester, NY**

**Solution Architect April 2013-May 2014**

Mediacom, being the major cable provider of provincial areas had decided to expand their operations into the metropolitan polestars. Focus of the project was to integrate the CRM tool into the revised Business Process Model. Entire restructuring was required as the regions/role/profile were redefined.

**Role & Achievements:**

* Develop and deliver maintenance renewal performance analysis and reporting to guide the Sales and Renewals Team to make informed business decisions.
* Engage with the Business Intelligence team and IT to develop new reports as needed for accurate and timely reporting of key performance indicators in both Sales & Service cloud.
* Provide operational support for sales forecasting and territory management processes.
* Interacted with various business user groups for gathering the requirements for Salesforce Service Cloud implementation and documented the Business and Software Requirements.
* Designed Custom Objects, Entity-Relationship data model, validation rules on the objects and tabs. Defined lookup and master-detail relationships on the objects and created junction objects to establish connectivity among objects.
* Developed and configured various Reports and Report Folders based on the need in the organization. Created the Dashboards for the senior level management.
* Worked with B2B and B2C operations team in gathering the metropolitan sales/mkt specific requirements.
* Provide operational support for sales forecasting and territory management processes
* Provided daily user support in managing users, creating and maintaining custom objects and fields, handling bulk data migration, maintenance of page layouts, installation and support of AppExchange applications.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements.
* Conducting Weekly Trainings for the Account Reps to use Salesforce & creating training manual for their ease.
* Worked closely with the legal, EchoSign and Order Mgmt team in integrating the CRM tool using SOAP API’s.

 **Environment:** SalesForce Sales Cloud, SalesForce Service Cloud, iProcurement, Microsoft Visio, CSG, AppExchange Data Loader, Mass Data and Mass Update, SAAS, Cognos BI 10.2, Quality Centre 10.5, ALM.

**1800Flowers.com**

**Bethpage, NY**

**Business System Analyst Jan 2011-April 2013**

1800Flowers is merged with a number of gifting sites to provide one stop shopping experience to its target market. Focus of the project was to implement existing business process from Legacy to ATG Ecommerce platform.

**Role & Achievements:**

* Played a key role in the daily scrum call, representing business logic behind the technology conversion with added business functionalities.
* Gathered and defined the business and functional requirement, working with different management teams, programmers, and other business partners throughout the process.
* Documented the business and functional requirements and obtained sign-off/approval through a system walk through.
* Understand the business and number of transactions per day and Design and ease the POS interface screen for quicker sales transaction.
* Facilitated meetings with the Business Users and Business Heads to discuss and plan GFGB Releases.
* Performed Business Process Mapping and performed “as is” and “to be” analysis.
* Implemented QAS sanity check to the Payment Processing Business model.
* Worked closely with the Onsite Architect to create User-stories and tasks for the requirements backlog.
* Performed extensive functional analysts on data received from various sources and different environments.
* Worked together with SMEs, architecture group and technical team leads to detail the interface, customized based on different user roles and functions helped in planning the Sprints.
* Worked with information architects and creative groups in detailing the wire frames and depicting GUI design.
* Elaborate knowledge on Hybris Payment Processing Modules and its compliance with any PSP.
* Developed the Test Plan/Testing Strategy and understood the changes to ensure a comprehensive test is planned.
* Validated system functionality by identifying, analyzing, and documenting defects, questionable functions, errors, and inconsistencies in software program functions, outputs, online screens, and content.
* Responsible for coordinating User Acceptance Testing sessions, Pilot User WorkGroup sessions.

**Environment:** Management Center, Rational Enterprise Suite (Rose, ClearCase, ClearQuest), NetSuite POS, Shopkeep’s ,RUP, MS Office, MS Access, SQL, SQL Server, Oracle, MS Project, Agile, Project Management.

**Lowes**

**Mooresville, NC**

**Business System Analyst (Remote) Jan 2007 -March 2010**

Lowe’s is second largest retailer within Home Improvement. The project was to work on B2C Ecommerce site and integrate its functionalities to the Sterling Order Management, Fulfillment and Supply Chain systems which are using Websphere Commerce as Ecommerce platform. Project also included, replacing existing CRM tools with MS Dynamics CRM (Sales and Services modules integrated with MS outlook and SAP)

**Role & Achievements**:

* Replaced existing CRM tools with MS Dynamics CRM (Sales and Services modules integrated with MS Outlook and SAP).
* Assisted the technical Architect in mapping email exchange servers with the MS Dynamics CRM tool.
* Worked on WebSphere commerce suite and WebSphere merchandising.
* Interfaced with the Client as part of the Requirements Engineering team to finalize the project scope.
* Conducted JAD sessions with management, vendors, users and other stakeholders for open and pending issues to and pull out stuff from the backlog.
* Taken up responsibilities within Project Management in keeping track of the project.
* Conducted weekly status meetings with testing and development teams.
* Worked on Order Management Systems.
* Worked on Web-sphere commerce suite and Web-sphere merchandising.
* Interacted with the Cockpit & Hybris modules (User Catalog and Merchandising).
* Developed business process models in Agile to document existing and future business processes.
* Involved in meetings with SME’s and Data Architect in understanding Business Rules and the reports which were generated on mainframes.
* Identified internal and external system requirements, design and configuration set-up, also created user documentation and conducted training classes.
* Assisted the Project Manager to develop both high-level and detailed application architecture to meet user requests and business needs.
* Assisted the PM in setting realistic project expectations and in evaluating the impact of changes on the project plans accordingly and conducted project related presentations.
* Assisted with user testing of systems, developing and maintaining quality procedures, and ensuring that appropriate documentation is in place.
* Performed task decomposition, delegated tasks and monitored project milestones using MS Project.

**Environment:** MS Visual Studio, UNIX, MS Visio, RUP, Rational Rose, Rational Clear Quest 2008, Microsoft Dynamics, SOAP, Mercury Quality Center.

# EDUCATION:

BS in Computer Science (2007)