

Mahendra Malviya

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PROFILE SUMMARY

Skilled Enterprise application technical architect with 16+ years of experience in architecting, implementing, and supporting Enterprise solutions with IT and product engineering organizations. My hands-on expertise extends beyond architect roles, encompassing active involvement in development throughout my career. Expertise in architecting enterprise-wide Application integration, API management, Salesforce Sales Cloud, Salesforce CPQ, and Data Marketplace. Demonstrates a proven track record of successfully delivering enterprise projects and providing effective cross-functional leadership to internal and external teams.

CORE COMPETENCIES

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|------------------------------------|------------------------------------|------------------------------|
| ● CRM/Quote to Cash/CPQ process | ● Sales cloud /Revenue cloud | ● Salesforce CPQ |
| ● ERP/Cloud integration | ● API design, Security, monitoring | ● Micro Service Architecture |
| ● Automation /Flow/API Integration | ● Apex/SOQL | ● REST API integration |
| ● Data Marketplace | ● Data migration, Data loader | ● Agile Methodologies |
| ● Oracle/PostgreSQL | ● Flosum /Dev Ops/Git | ● REST/JSON/SOAP |
| ● Apigee API management | ● Java script/YAML | ● JIRA/Confluence |
| ● PING IAM | ● LWC | ● OAUTH 2/JWT |

PROFESSIONAL EXPERIENCE

Cequence Security (www.cequence.ai) Sunnyvale, CA

Salesforce CPQ Lead/Developer

Feb/2023 – Present

Major initiatives: **Salesforce CPQ implementation, Tyso Quoting to CPQ migration.**

- Partnered with various cross-functional teams (Sales ops, Sales Manager, Channel team), conducted CPQ requirements gathering workshops and led the solution design process jointly with business for discovery and requirements.
- Developed the user stories for Subscription API product, pricing approach, approval, Quoting document customization, data migration, amendment, renewal process.
- Led the data migration effort to migrate Quoting/Subscription data from TYSO to the CPQ. Developed the approach, planning, test strategy, cleansing and executed the migration in sandbox and production environment.
- Modeled various product pricing methods, product configuration and Developed price rules for various Cequence security API subscription products.
- Contributed for the development of the various flow based automation on the Opportunity to quote conversion, quote lines editor, amendment/renewal processes.
- Responsible for configuration, custom development, customization, QA, code review, code coverage, enforcing best practice for the various CPQ changes.

Key technologies: Salesforce CPQ, Sales Cloud, Block/MDQ/POT, subscription products, Advanced Approval, product/price rules, Data Loader, Automation/Flow, Apex, REST API, SFDC inspector, Visual Studio Code, change sets, SOQL, SOSL, Jira, Miro, LWC, Postman.

Equinix Inc. / (Data center domain) Sunnyvale, CA

Dec/2007- Jan/2023

Held Multiple Roles : **PROJECTS:** Equinix Customer One (ECO) Quote to cash transformation program., Salesforce cloud customization, Data Marketplace, Equinix Mobile App rollout to Sales and Operation team, SND merger Data migration, IT system integrations with SFDC.

Sales Cloud Architect & IT lead

April/2020 - Present

- Managed a team of Salesforce developers and release admins for Sales Cloud deployment over 5K Sales Salesforce users distributed globally.
- Partnered with various cross-functional teams (Sales Ops, Engineering, Product Owners, marketing) to review requirements and prepare customer solution documents.
- Provided technical expertise and architectural recommendations through presentations to both internal and external stakeholders, including technical, functional, and architect teams.

- Developed custom solutions using Salesforce Apex, Visualforce, Lightning Components, and Salesforce APIs.
- Implemented customizations and enhancements to meet business requirements, including workflow rules, validation rules, process builder, and custom objects.
- Collaborated with Scrum Lead and Product Owner on backlog grooming, story estimation, and prioritization.
- Evaluated and selected the release management tool Fulsom and assisted with the implementation of other AppExchange apps such as D&B, LinkedIn, Marketo, Anaplan, etc..
- Integrated REST Account/contact opportunity/Quote/Order/Billing/Pricing API with customer BSS systems .
- Supported the BSA team on the development of the customer sales and operational hierarchy, data cleanup initiatives.
- Coordinated deployments and managed environments throughout different project phases.
- Ensured code quality through code reviews, unit testing, and enforcing best practices for governor limits and code coverage
- Salesforce employee SSO onboarding to PING identity, Collaborated with Infosec team to develop the solution.
- Played an API integration specialist role in integrating the Equinix customer API with SA/GAM (reseller/cloud service providers) customers (Verizon/Capital One/Bloomberg/British Telecom/Google). Responsible for making the Equinix API integration project delivery successful.

Key technologies: **Sales cloud, Service cloud , Apttus CLM, Marketo, API integration , Outbound message, Approval, Workflow/Process Builder/Flow , Apex validation , triggers , REST API, SFDC inspector, Visual Studio Code ,change sets, SOQL, SOSL, Jira, Tibco, Dell Boomi.**

Office of CTO: Principal Architect

(Jan 2019 – April 2020)

- **Equinix Data Marketplace/Predictive maintenance POC:** Enable Enterprises to securely exchange the data/models at a neutral place. POC developed using multi vendors collaboration to enable data science workflows to test the data with the data providers, procure data sets. The Data Market POC enabled KLK/Air France to proceed with the data exchange reference architecture and helped Equinix multiple customer wins.
- Led a multi-vendor team (Nokia, Dell, KLM, Exchangewell SAE, University of Amsterdam) and successfully delivered the AI Exchange POC .
- Contributed to the Data Marketplace reference architecture and POC development.
- Developed the predictive maintenance POC, Tested the airline predictive maintenance use case with data marketplace developed with multiple vendors/technology layers at a neutral data center location.
- developed the API for the data ingestion process, API for dProxy , managed the Kubeflow/Kubernetes infrastructure
- Collaborated with the Airline data consortium to develop the data marketplace governance framework.
- Co-authored the patents on the multizone security and AI model lineage.
- Co-authored the AI exchange reference architecture document.

Key Technologies: Data Marketplace, Data Integration, Federated AI, REST API, YAML/Swagger, Kubernetes.

Equinix Inc. / Sunnyvale, CA

IT lead for Sales group/Mobile App architect/Service cloud integration

- Worked closely with CIO and IT leadership team on Salesforce architecture roadmap. led a team of 15 onsite and offshore developers (TCS) to rollout Salesforce and all inbound/outbound integration as part of Quote to Cash ECO transformation project.
- Architected various Salesforce sandbox strategy to make sure aligned with the various IT systems environments.
- Implemented Sales cloud customization Apex,outbound messages, Validation rules, triggers, API integration.
- Laise with Sales and legal BSA to develop the BRD, perform fit-gap analysis, and work with the business for the sign-off on the features and implementation timeline.
- Collaborated with various cross-functional Business analysts to integrate Salesforce with Siebel Quoting/OM , UCM customer master, and Billing systems.
- Worked on the integration issues due to the data quality issues, and collaborated with technical and business stakeholders to develop mitigation strategies for handling data anomalies that are identified.
- Integrated Apttus CLM with the Sales implementation to enable the sales team to manage the Global and local contracts.
- Evaluated various integration software vendors as a part of ECO program, and contributed to the integration POC.
- Lead developer for Switch and data merger with Equinix to migrate the Account/contact/opportunity to Sales cloud.

- Led the Inhouse Sales/Quoting mobile App effort to roll out the Salesforce REST API-based Sales mobile App iPhone/iPad for the sales team.
- Collaborated with the data migration team to migrate the account and contact data migration to Salesforce.
- Architected and delivered the RAMP MBaaS platform and consumer API. Led the onsite and offshore team (GDC Singapore) for delivery of the RAMP platform.
- Played the role of technology project manager and API architect and delivered the SPOTLIGHT 1.0 App in a phased manner for Equinix IBX operation team globally.
- Led JARVIS project prepared high-level JARVIS technical architecture and shared with the IBX Ops leadership team.
- Led the requirements gathering and POC of the mobile app for IBX shipment app (Spotlight).
- Served as technical lead to build the IBX Survey Kiosk app and backend development. Supported the various Qualtrics system API integration as needed.
- Led the Mobile Application team in the delivery of employee-facing apps (Customer Finder, People Finder, IBX Map Project, and IBX Virtual Tour).
- Technical lead to SiOne projects developed customization, extension for Oracle Sales, Quoting, configurator, and install base.
- Developer and lead for the ECP customer portal 1.0 release.

Key technologies: Salesforce, Apttus Sales Cloud , Visual Force, Service cloud , Oracle EBS, Siebel OM, Data Loader, Ant migration, Workflow , Process builder, Java Spring boot, Node.JS, Mobile Apps development.

EDUCATIONAL BACKGROUND

- **Master of Technology (M.S.) Computer Science** | School of Computer Science and Information Technology, D.A. University, Indore , India
- **Bachelor of Engineering (B.E.) Electronics & Communication** | Shri G.S. Institute of Technology and Science, Indore, India

ADDITIONAL

- **Salesforce Billing Super badge (Billing Specialist , Advance Billing Specialist)**
Trailblazer: <https://trailblazer.me/id/mmalyiya>

Award:

- Final Sparakathon winner for the Spotlight App, Smart Hand Plus ideas for 2017 companywide innovation program.
- Equinix Brick award for building Map application for iPad for the field sales team.

Patents:

1. US10120734B1: Application programming interface and services engine with application-level multi-tenancy.
2. US20210150411A1 :Secure artificial intelligence model training and registration system.
3. 1209-150US01: Multi-Zone Secure Artificial Intelligence Exchange and Hub

Previous experience

Silicon Image/Trianz / Sunnyvale, CA	ERP TECHNICAL LEAD	2006 – 2007
Oracle Corporation / Redwood Shore, CA	OA FRAMEWORK DEVELOPER	2004 – 2006
Hewlett Packard / Rocklin, CA	SENIOR SOFTWARE ENGINEER	2002 – 2004
JP Morgan Chase / Secaucus, NJ	DATA ENGINEER	2000 – 2001
Hewlett Packard India, Bangalore	SENIOR SOFTWARE ENGINEER	1997 – 2000