

Hindu Somashekar

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Business Technology Leader, MBA

Implementing IT Programs – Building Strong Team – Business Transformation with Enterprise Architecture

Accomplished, result-oriented and a passionate business technology leader with over 15 years of experience in the IT industry, and strong hands-on experience with core SaaS platforms such as Marketo, Salesforce.com, Netsuite and Dell Boomi. Proven track record of initiating and managing IT programs that supported business transformation, accelerated revenue growth, drove productivity and improved operational efficiency for the organizations. Partnering with executive leadership to develop joint priorities and initiatives that drive business growth. Highly successful in empowering and building a hyper talented global delivery team. Strong experience in building vision and strategy for the IT Applications that align with organizational goals and objectives. **Core competencies include**

Business Processes:

Budgeting & Planning | Lead Funnel Management | Quote to Cash | Revenue Management | Procure to Pay | Sales Forecasting & Commissions | Territory Management | Record to Report | Hire to Retire | Master Data Management | Benefits & Payroll | Contract Management | Customer Support Management | Customer Success & Experience | Partner Onboarding & Enablement | Change Management | DevOps | Production Support | Release Management | Enterprise Integration Management | Enterprise Architecture | IPO Readiness | GDPR, ITGC & SOX Compliances

Technology Platforms:

Marketo | Eloqua | Salesforce.com | Netsuite | Workday | Salesforce CPQ | Apttus Quote to Cash | RevPro Revenue Management | Zuora Subscription Management | Dell Boomi | Clari | Xactly | Coupa | Concur | Docusign | Adaptive Insights | Stripe | Gainsight | Customer and Partner Communities | Cybersource | NetExam LMS | NewVoice Media (Call Center) | Avalara | ZenDesk | JIRA | OpenAir (PSA)

Professional Experience

TIBCO Inc,

Jan 2020 – Present

Global Head of Enterprise Applications and Services

Responsible to implement, manage and support the Go-To-Market Enterprise Applications and Services for the global 4000+ employees.

- Built the strategy and secured the fund to transform the IT applications team from a system administrator team to a strategic partner team within the organization
- Delivered the Contract Management System (CMS) for the global sales and legal team to improve the **productivity and efficiency by at least 20%** within the short period of time
- Implemented the engagement model with BPOs (Business Process Owners) and leadership stakeholders to foster the partnership and governance
- Implementing the **IT Governance** to streamline the requests intake and prioritization process
- Manage two complex Salesforce.com environments and related applications infrastructure that support 2500+ users, 100+ partners and 7000+ customers

Glassdoor Inc,

Jun 2016 – Dec 2019

Director and Global Head of Enterprise Applications

Led the strategy, roadmap and implementation of business systems that helped company grow the revenue at scale and speed, and transformed the applications stack to support **\$1B+ revenue growth**. Moved the key cross functional operations from firefighting to efficient and scalable mode. Built the highly talented Global Enterprise Applications team from 3 to 30+ in support the **business operations transformation**

- Implemented below **IT programs** to fuel the revenue growth, drive productivity and efficiency, transform business operations, and drive innovations
 - Enable Go-To-Market machine to be more productive and efficient
 - Deliver best-in-class quote to cash architecture and operations
 - Improve efficiency and productivity across key business systems
 - Improve the reliability of business applications integration infrastructure
- Owned and managed **\$3M+ Business Applications spend and \$2M+ Consulting budget**
- Implemented an engagement model to **establish joint goals with** executives and cross functional leadership team, and to drive **IT QBRs**
- Established a new **Enterprise Data Management team** that addressed challenges on Data Quality, Governance and Controls, and Master Data Management for Glassdoor and Salesforce CRM data

- Implemented and automated **GDPR Data Rights Management** compliance across all applications
- Implemented **Salesforce CPQ** for the global sales team that helped increase the **renewal rate by 13%**, **automated 70% of SMB renewals** and gained the **operational efficiency by 30%**
- Realigned the MQL (Marketing Qualified Leads) funnel processes between Marketo and Salesforce that resolved **business critical leads sync issues from 3 days to 1 min, and fixed \$10M per year revenue leakage**
- Automated most complex **Advertising products** inventory forecasting check process on Salesforce platform for sales team that reduced the **SLA from 2 days to 5 minutes** which helped sales team to close deals faster
- Re-architected systems integration with enterprise architecture using Boomi IPaaS that helped **operational efficiency gain by 40%**
- Streamlined **Booking, Commissions, Billing and Collections** business operational processes that reduced **time by 30%**
- Implemented new **Revenue System RevPro with processes optimization** that helped Finance streamline the revenue operations, supported **ASC 606 compliance** and helped reduce **closing the period by 8 days**

MobileIron Inc,

Director, Business Applications

Nov 2015 – Jun 2016

Sr. Manager, Business Applications

Apr 2014 – Oct 2015

Manager, Business Applications

Mar 2012 – Mar 2014

Played multiple roles, and led the transformation of business applications infrastructure to support the company's hyper revenue growth from \$25m to \$150m+ in four years. Played a key role in driving company's successful IPO launch with ITGC and SOX compliance

- Owned and managed enterprise cloud based Business Applications ecosystem for the entire organization, and also played an enterprise architect role across all business systems
- Built the global deliver team from 2 to 15+ full timers along with 4 delivery partners at both onshore and offshore
- Worked with executives and extended leadership team to align on joint goals and priorities
- Re-architected Salesforce.com CRM solution for **600+ internal users, 10k+ customers and 5k+ partner users** that enabled the organization to grow at speed
- Implemented the **Partner Communities** on Salesforce platform that enabled **partner onboarding, deal registration, partner communications, and measurement** at scale
- Built the **Appexchange Marketplace** to publish apps for **Developer Partners Community**
- Lead **\$1M project** to streamline the Quote to Cash processes with a new technology tool implementation (Apttus). It saved the company **over \$1.5M per year** operational cost and improves business operations efficiency
- Re-architected Lead to Cash process on Salesforce platform, and streamlined the sales playbook with fewer sales stages that **increased the pipeline visibility by 40%**
- Implemented **Dell Boomi integration platform** for reliable integration Infrastructure and EDI integrations
- Implemented an innovative process to automate orders processing that helped the company **to speed up the Go-To market strategy** with operator/carrier partners
- Re-built the **Customer communities** with self service capabilities including case deflections, call center that **reduced the case volume by 30%**, drove **users' adoption from 2k to 10k+ users**, and helped scale the business
- Migrated global support team from **Zendesk to Salesforce Service Cloud** that drove **efficiency by 50%**

Splunk Inc (Sr. Business Analyst)

Jan 2011 – Mar 2012

Sysintelli Inc (Business Analyst Consultant)

Jun 2010 – Dec 2010

VMware Inc / Mphasis Technologies / NTPL Technologies

Jul 2004 – July 2008

Software Engineer / System Analyst

Education & Credentials

- **MBA, San Diego State University – Information System Major**
- **Bachelor of Engineering – Computer Science Major, SJCE, VTU University, India**
- Speaker – **Maximizing Renewals Revenue at Dreamforce, 2018**
- Speaker - **Quote to Cash with Recurring Revenue at Apttus Accelerate, 2016**
- **“Executive Coaching and Training” from Engaged Leadership**
- Recognized as **Salesforce MVP Player**
- Published an article on IT Business Applications Maturity Model. <https://www.linkedin.com/pulse/business-applications-maturity-model-hindushekar-somashekar/>