

KOUSTAV BANERJEE

With over 22 years of IT experience across various domains, out of which 9+ years of experience in handling projects on Salesforce platform, currently working in Cognizant Technologies Solution. Strategic professional, and successfully delivering large solutions for Life science, Health Care, Pharma, Manufacturing, Retail, Wholesale and Insurance domains, possess an analytical mind and a proven track of stamping success across the entire gamut of Project & Delivery Management.

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Profile Summary

- ❖ **Work as a Subject Matter Expert on Salesforce Platform Technologies** - Responsible for owning the architecture and designing on Salesforce platform (Working with Functional Architects, Customer on discovery phases, High level Estimation to Budget submission, review user story coverage, implementation, design, and look into the integration aspects along with deployment, release management and maintenance).
- ❖ **Ability to define the system landscape**, to identify gaps between current and desired end-states, and deliver a CRM solution. Expert in reviewing solutions and recommending improvements on Salesforce and Data Migration projects and guiding implementation team
- ❖ **Extensive knowledge of working with** Salesforce Configuration, Customization, Automation tools - Lightning Web Component, Lightning Component, Apex, Visual Force Pages, Triggers, Flows, Reports and Dashboards, Integration (REST API, BULK API) following Salesforce best practices along with Data Migration in ETL Tools (IICS, INFORMATICA on Cloud), SQL
- ❖ **Project and Delivery Management including Scrum Master Role from** initiation, Requirement analysis and Finalization, Project scoping, Planning (Estimation, Scheduling and Milestones), Risk and Quality Management, Opportunity Management and Delivery within agreed timeline
- ❖ **Led large global teams of 25+ employees** - managing highly visible projects with budget over \$2M
- ❖ **Project Manager** - successfully leaded & motivated team towards growth / success in the organization; created a clear & compelling view of future through coaching & execution; groomed the team with required knowledge on various facets of the project
- ❖ **Own and delivered implementation successfully**- Excellent ability to coach, motivate and direct work tasks to implementation teams of Salesforce and Data Migration professionals and delivered large complex projects using Hybrid Agile with Scrum, Kanban, XP methodologies, Iterative and Water Fall Models, following standard quality processes, project management in application development and production support, Data Integration and Data Migration in Salesforce Customer Relationship Management systems
- ❖ **Created a culture of Innovation & continuous improvement**, drove application development while meeting cost constraints, involving extensive onsite-offshore delivery expertise

❖ **Tools / Technologies** – Salesforce, ETL, JIRA, Confluence, MS-Office (suite)

Core Competencies

Salesforce Design and Architecture / E2E Solutions and Delivery	Salesforce Sales Cloud implementation	Data Migration to Salesforce Sales Cloud, Field Service Lightning, VEEVA
Backlog Management / Technology Road Map Development	Project Planning and Execution / Stakeholder Management	Team Building, Mentoring & Leadership / Capacity Planning
Change Management / Opportunity Management	Agile Methodology / Scrum Master / Project Delivery Management	Solution Guidance to Implementation Team on Salesforce Development, Data Migration

Soft Skills	Qualifications and Certifications
<ul style="list-style-type: none"> ❖ Communication & Collaboration ❖ Leadership & Delegation ❖ Planning & Innovation ❖ High Business Ethics ❖ Team Building 	<ul style="list-style-type: none"> ❖ SAFE 5 Scrum Master, Scrum Alliance, 2022 ❖ SAFE 5 Product Owner/Product Manager, Scrum Alliance, 2022 ❖ SAFE 5 Practitioner, Scrum Alliance, 2022 ❖ Salesforce certified Field Service Lightning Consultant, 2020 ❖ Salesforce certified Sales Cloud Consultant, 2019 ❖ Salesforce certified Service Cloud Consultant, 2019 ❖ Salesforce certified Administrator, 2017 ❖ Masters of Technology from IIT KHARAGPUR, 2000

Work Experiences

June '22 – Present: Sales Cloud, Service Cloud Platform

Salesforce Architect, Data Architect

Role:

- Administered projects in coordination with multi-vendor teams and ensured on timely release of the E2E delivery within the stipulated budget & time
- Established scope, timelines, cost and quality and sustaining the same
- Identified risk and issues in a timely manner; with implementation of appropriate mitigation and contingency plans
- Facilitated smooth Onsite – Offshore communication and coordination; streamlining delivery processes in compliance with Business function to meet project objective and goals
- Reviewed User stories on completeness and structuring, integration points between systems to meet quality standards, scope and dependency of the project for smooth delivery
- Worked with Team and Product Owner to meet sprint goals and project goal
- Owned Delivery and guided team during various facets during execution and delivery. Conducted implementation reviews, guided implementation team on best practices and defined and communicated releases as needed
- Facilitated Daily Scrum Calls, sprint planning, sprint goals, sprint demos & retrospective meetings with Development teams to identify any changes / issues that can delay work
- Highlighted impediments to the project execution and ensured they are escalated to gain visibility and addressed priority

- Contributed to the design reviews of the solution, guided implementation team on best practices
- Participated in recruitment drives to hire best talents, building & training the team members for delivering excellence, latest technology trends, steering the performance appraisals of the team members
- **Building a high performing team – received appreciation from Customer Program Director, Program Manager and Vertical Heads**

Tools and Technologies:

Sales Cloud, Salesforce, DEVOPS, Data Migration, Data Loader, JIRA, Confluence, Excel, Power Point, SharePoint, Teams

Mar'20 - May'22 – Data Migration Projects

Technical Manager, Senior Architect

Role:

- Administered projects in coordination with multi-vendor teams, customers and ensured on timely release of the E2E Data Migration projects within the stipulated budget & time
- Established scope, timelines, cost and quality and sustaining the same
- Identified risk and issues in a timely manner; with implementation of appropriate mitigation and contingency plans
- Facilitated smooth Onsite – Offshore communication and coordination; streamlining delivery processes in compliance with Business function to meet project objective and goals
- Reviewed Data Mapping, integration points between systems to meet quality standards, scope and dependency of the project for smooth delivery
- Reviewed User stories on completeness and structuring and guided vendor teams on the same
- Owned delivery, guided team during various facets during execution and delivery. Conducted implementation reviews, guided implementation team on best practices and defined and communicated releases as needed
- Contributed to the design reviews of the solution, guided implementation team on best practices
- Worked in Iterative Model, facilitated Daily Calls with team to understand project progress to identify any changes / issues that can delay work and continuous improvements to bring progressive improvements in work
- Highlighted impediments to the project execution and ensured they are escalated to gain visibility and addressed priority
- Participated in recruitment drives to hire best talents, building & training the team members for delivering excellence, latest technology trends, steering the performance appraisals of the team members
- **Building a high performing team – received appreciation from Customer Program Manager and Vertical Heads**
- **Rated 7/7 for Customer Satisfaction**
- Communicated progress status to Customer and Management

Tools and Technologies:

Salesforce, VEEVA, Field Service Lightning, IICS, SQL Server, SQL, Legacy CRM, JIRA, Excel, Power Point, SharePoint, Teams

Jan'14 – Feb'20 CRM Platforms – Handled Multiple Projects	
Architect	
Responsibilities	<ul style="list-style-type: none"> Administered and Managed Highly Visible projects with large teams of development, support and test professionals in waterfall model Communicated progress status to client and management Owned Delivery and guided team during various facets during execution and delivery. Conducted implementation reviews, guided implementation team on best practices and defined and communicated releases as needed Contributed to the design reviews of the solution, guided implementation team on best practices Ensured the right mix of teams to achieve customer goals while maintaining the organization operation margins Worked in Iterative and Waterfall Model Managed Scope, Cost, Quality, Risk, Opportunity
Tools and Technologies	<ul style="list-style-type: none"> Sales Cloud, Service Cloud, Salesforce, Rest API Integration (2 years) Production Support and Enhancements - Salesforce (3 years) Salesforce, VEEVA, Oracle, INFORMATICA, INFORMATICA ON CLOUD (2 years)

Previous Experiences

Aug'09 – Dec'13 – L&T INFOTECH as an Onsite Lead for a Leading Banking Firm
July'08 – July'09 – CAPGEMINI as a Senior Consultant for a Leading Manufacturing Client
Jan'08 – July'08 – RS SOFTWARE as an Assistant Technical Consultant for a Leading Exchange Firm
Aug'04 – Jan'08 – TCS as an IT Analyst for a Leading Telecommunication Firm
Sep'01 – July'04 – Goldstone Technologies as on Onsite Tech Lead for a Major Product Company
Jun'01 – Aug'01 – Media Magic as a Senior Developer
Apr'00 – Jun'01 – CATS as Associate Software Engineer for a Supply Chain Management Customer

Personal Details

- Languages Known: English, Hindi, Bengali