**SAM MUSA**

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**COMPUTER & TECHNICAL SKILLS**

**Project Management Methodology :** PMBOK

**Process Management Methodology :** Six Sigma Green Belt Certified

**Business Process Mapping Tools :** Visio and Igrafx

**Data Mapping Methodologies :** DXSI (Progress Software) Shared Information Data Model (SID)

**CRM Packages :** Siebel, YouCentric, Clarify

**Configurator Product :** Blue Martini (Cybrant)

**Defect Management Tool :** Mercury Test Director, FogBugz

**Methodologies :** Zachman Enterprises Architecture Frame Work, Rational, UML, Agile,

Scrum, Project Management Body of Knowledge (PMBOK), System Development Life Cycle (SDLC)

**Programming Languages :** HTML, VB, and JAVA

**Financial Services Regulations :** Basel 2, and Sarbanes Oxley

**Network :** Novell Network

**Operating System :** DOS, Windows 95/98/NT

**Software :** MS Office 2000- MS Access, Excel, Word, Power Point, Visio,Lotus Notes

**EDUCATION, CERTIFICATION & MEMBERSHIPS:**

* PMP Certification
* MSPM, The George Washington University (Expected Graduation – May 2015)
* MBA, Lansbridge University April 2009
* Honours Bachelor of Applied Arts, Administration and Information Management, Ryerson University, 1999
* Telecommunications & Information Systems Management Certificate, Ryerson University, 1998
* Mutual Funds License, 1998
* Professional Scrum Master (Scrum.org) in November 2018
* ASQ Six Sigma Membership in March 2013
* Project Manager Institute in January 2007
* PMP Certification enrolment in January 2007
* Canadian Securities Course in November 2004
* Investments Funds Institute of Canada in June 1998

**PROFESSIONAL EXPERIENCE:**

**Employer: TCS - Various Assignments Feb 19 – Till Date**

**HACH Finance - Loveland Colorado**

**Key Bank - Cleveland Ohio**

**GE Financial – Atlanta, Georgia**

**Role: Salesforce Solution Architect**

**Responsibilities:**

* Managed and lead teams ranging from 5 to 25 resources for various Salesforce initiatives for TCS client base
* Managed the integration of Genesys CTI (Cloud) with Salesforce Service Cloud
* Designed Solution for the integration of Genesys CTI (Cloud) with Salesforce Service Cloud
* Managed and lead various client relationships from a deliver and engagement management perspective
* Managed the integration of Salesforce Einstein Analytics
* Managed the integration of various 3rd party applications with Salesforce
* Managed, led, created and execute industry-leading business transformation solutions on the Salesforce platform (Sales and Service Cloud) for Key Bank and GE Power & Health Care
* Led the realignment effort of previously unaligned Salesforce implementation projects
* Acted as Program Manager and SME for Salesforce Classic to Salesforce Lightning migration
* Primary liaison between TCS and Key Bank and GE Power & GE Health Care
* Documented solutions within the team’s Agile management tool, assist in creating and managing the backlog
* Collaborated with Product Owner teams to provide business solutions in Salesforce.com
* Collaborated with members of the project team and business owners to design, develop, unit test, and provide post-release support
* Provided hands-on, expert-level technical assistance to developers
* Developed and monitor metrics to measure and improve the efficiency of the functional and technical team
* Managed the technical delivery of custom development, integrations, and data migration elements of CRM /Salesforce implementations
* Developed and maintained working relationships with key vendors so we can maximize our usage of their products
* Designing and developing solutions and proofs of concept,
* Facilitated client workshops,
* Liased with other teams across our partners and Salesforce themselves
* Align business problems to OOB solutions and work with client /Salesforce architects to align to product best practices
* Design and create data model and data flows to support the application build

**Client: Mutual of America (Via The Athene Group) – New York, New York Nov 18 - Feb 19**

**Role; Salesfore.com Solution CRM Consultant/Architect**

**Responsibilities;**

* Managed, led, created and execute industry-leading business transformation solutions on the Salesforce platform (Sales Cloud) for Mutual of America
* Led the realignment effort of previously unaligned Salesforce implementation project
* Managed the integration of Genesys CTI (Cloud) with Salesforce Service Cloud
* Designed Solution for the integration of Genesys CTI (Cloud) with Salesforce Service Cloud
* Managed the integration of Salesforce Einstein Analytics
* Acted as Project Manager and SME for Salesforce Financial Services Cloud implementation
* Architect, Tech Lead, and Developer on Force.com projects consisting of 10 developers
* Designed and developed regularly with Apex, Visualforce, and Lightning Components
* Worked on SI and ISV projects • Developed Force.com coding standards and best practices
* Conducted technical design and code reviews
* Defined and implemented software development configuration management tool and process standards involving Git, SourceTree, MavensMate, Bamboo
* Debugged and fine tuned to find and correct view state, SOQL query, and Apex issues
* Prior to Force.com work, implemented Java/Spring based projects
* Technologies used included Apex, SOQL, Visualforce, Lightning, JavaScript, AngularJS, Grunt, jQuery, HTML, CSS, Eclipse, MavensMate, Git, SourceTree, Bamboo, Ant, JIRA, Java, Spring, Tomcat, and MySQL.

**Client: Wells Fargo Bank - Charlotte, North Carolina Oct 15 – Nov 18**

**Role: Salesfore.com Solution Architect/CRM Consultant**

**Responsibilities:**

* Coordinated with technical teams to deliver enterprise solutions for Wells Fargo Advisors.
* Provided functional guidance and technical expertise for Salesforce CRM platform to help develop solutions to complex Business requirements.
* Managed the integration of Genesys CTI (Cloud) with Salesforce Service Cloud
* Designed Solution for the integration of Genesys CTI (Cloud) with Salesforce Service Cloud
* Created business process workflow incorporating 3rd party systems with Salesforce
* Designed complex integrations to facilitate seamless interactions between multiple systems to provide real time information to Investment Teams and for automation of Pipeline reporting.
* Provided technical insight to Marketing and Sales organizations on how Wells Fargo Advisors can best leverage the ever changing technological advances provided by Salesforce.com.
* Managed a team of 15 resources
* Designed, created and implemented new Case tracking tool/process for Commercial COE to drive visibility to COE deliverables across all of Wells Fargo in Agile Accelerator
* Managed monthly enhancement releases delivering top priority platform enhancements/change requests along with fixing critical production defects. Works closely with each platform to implement prioritization processes to ensure that the highest impact requests are delivered.
* Facilitating Consultant engagement for delivery of Strategic Initiatives across Wells Fargo

**Client: Capital One Bank - New York, New York Jun 15 – Oct 15**

**Role: Project Manager**

**Responsibilities:**

* Managed the implementation of Salesforce.com for Capital One Investment Bankers
* Discover, Plan and Analyze the Capital One on-boarding model.
* Managed the integration of Salesforce Einstein Analytics
* Build the prototype for the subscription and accounts model and giving the demo to the customer.
* Requirement gathering and finalizing the user stories with the business analysts.
* Design the system and customizations in Salesforce. Plan for configurations.
* Leading the detailed design effort.
* Involved in recruiting and training the offshore development team.
* Involved in the development and testing on Force.com environment. Apex, Triggers, Workflows and configurations
* Managing the offshore development team and doing code review, knowledge transfer and maintaining the quality of the code.
* Devising strategy for integration with , Salesforce LiveChat, Zuora and JIRA.
* Doing the Data Migration from Zendesk, Recurly, existing Web Portal Icepack , SharePoint to Salesforce.
* Develop the functionality for Ticket Creation and Ticket Disposition.
* Involved in testing the application in the UAT and maintaining the quality of the code. Doing Integration and System testing.
* Working on a data migration plan and QA production deployment plan. Rollover plan for systems like Zendesk so that we know how to move agents from Zendesk to SFDC based on the peak and non-peak contact hours.
* Giving training to Live Agents and Salesforce users on report generation, subscription and account management for adopting the new application
* Providing the production support the deployed application.

**Client: PHH Mortgage - Lean Six Sigma Practice - Buffalo, New York Jan 15 – Jun 15**

**Role: Project Manager**

**Responsibilities:**

* As a Six Sigma Consultant, responsible for ensuring the successful delivery of Six Sigma based process improvement projects for the mortgage/lending group. (Origination and Maintenance)
* Provided guidance and technical expertise for Salesforce CRM platform to help develop solutions to complex Business requirements.
* Improved Commercial Team capabilities across Indirect businesses by driving system changes and creating new processes for maintaining critical information used for deal flow and Sales Incentive Compensation payments.
* Managed the integration
* Completed Account cleanup/reassignment across multiple systems for Sales Reorganization. 100,000+ Account locations reviewed, 89,000 purged, 11,000 reassigned to the appropriate Sales Representative.
* Developed Support Central Workflow used for tracking Sales Incentive Compensation Reconciliation, Backlog, Budget or Account Location reassignments requested by the Commercial Teams.
* Facilitated campaign creation and management for several major campaigns, including Loyalty Approved, CSC Calling campaign pilot, and No Comparable debt campaign.

**Client: Invesco - Regulatory PMO, Houston Texas Apr 14 – Jan 15**

**Role: Project Manager**

**Responsibilities:**

* Managed overhaul of sales database from Filemaker and Microsoft Excel to Saleforce CRM
* Educated full time staff on how to implement Salesforce CRM into their respective positions
* Developed successful marketing campaign to identify and contact entrepreneurial Haas alumni
* Researched and implemented Social Media marketing and analytics strategies
* Created custom objects and fields- using Force.com developer toolkit as well as App Exchange to develop custom business logic.
* Defined and creating custom reports- using function analysis to determine which fields are necessary for various level reporting- assisting managers better utilize SFDC as a sales and efficiency tool.
* Managed a team of 11 resources
* Defined and creating custom workflow to replicate multiple scenarios of various real estate deals
* Defined and creating custom action plans to implement based on the multiple scenarios of various real estate deals

**Client: HSBC – US Re-Engineering Sep 13 – Feb 14**

**Role: Project Manager - Process Improvement, Buffalo, New York**

**Responsibilities:**

* As part of Project Greenfield, managed the delivery of a revamped New Account Opening process
* Managed the implementation of BAE Norkom AML application
* Facilitated and managed business requirement work shops
* Managed a team of 15 resources
* Managed a budget of $7M
* Accountable for project budget and resource allocations
* Ensured the delivery of all projects within Scope, Budget, and Time
* Developed short-term and long-term project goals.
* Prepared periodic project status reports.
* Nurtured productive relationships with external vendors.
* Initiated an employee mentoring program with incentives for meeting project goals
* Accountable for project budget and resource allocations
* Ensured the delivery of all projects within Scope, Budget, and Time

**Client: Bank United – Mortgage Services, Miami Florida May 13 – Sep 13**

**Role: Project Manager**

**Responsibilities:**

* Managed the implementation of Salesforce for mobile mortgage representatives
* Achieved an increase in sales by 42% for mortgage based products, in the Discover portfolio of products by identifying areas of improvement in customer segmentation strategies, developing tactical plans to support the customer experience across multiple touch points and working with deployment to ensure adoption.
* Successfully launched consumer credit score tracking software on Trans-Union & Equifax, with an integrated marketing plan, by developing, implementing and managing marketing strategies specifically for the Discover CRM engine.
* Successfully implemented the Discover Rewards program, on a quarterly basis, working with cross-functional teams, by creating and maintaining detailed project descriptions, functional specifications, schedules and timelines, status reports and reporting documentation.
* Leveraged negotiation and communications skills to guide project teams across 2 different site locations, to deploy and validate dashboard reporting and business partner reporting that showed complex relationships used to measure the effectiveness of sales initiatives and customer acquisition programs.
* Managed a team of 12 resources
* Managed a budget of 2.6M
* Developed short-term and long-term project goals.
* Prepared periodic project status reports.
* Nurtured productive relationships with external vendors.
* Initiated an employee mentoring program with incentives for meeting project goals
* Accountable for project budget and resource allocations
* Ensured the delivery of all projects within Scope, Budget, and Time

**Client: Scotia Bank - Software Asset Management Toronto, Ontario Jul 12 - May 13**

**Role: Project Manager**

**Responsibilities:**

* Managed overall Business Process Re-engineering initiatives
* Documented Business Case justifying the need for Software Asset Management Program
* Documented RACI diagram highlighting Responsibilities, Accountability, Consultation, and Informing of existing business processes
* Managed a team 4 & a budget of $2M
* Accountable for project budget and resource allocations
* Ensured the delivery of all projects within Scope, Budget, and Time

**Client: Lender Processing Services (LPS) Denver Colorado Jan 12 – May 12**

**Role: Project Manager**

**Responsibilities;**

* Supported financial services clients in the planning and execution of process and technology change to support consumer lending and related activities in the Loan Origination System (LOS) Segment
* Managed the integration of Empower Mortgage application with oracle Financials
* Responsible for the determination of Work breakdown structures
* Responsible for the overall coordination, status reporting, and stability of project-related work efforts.
* Accountable for project budget and resource allocations
* Ensured the delivery of all projects within Scope, Budget, and Time

**Client: Wells Fargo - Software Asset Management, Charlotte, North Carolina Oct 11 – Jan 12**

**Role: Consultant/Business Analyst**

**Responsibilities:**

* Work with business process owners to document various data sources
* Defined and document all capability areas within Wells Fargo
* Documented Software Library requirements matching license and software inventories

**Client: Harris Bank – FIS Global Services, Chicago, Illinois Jan 11 – Oct 11**

**Role: Project Manager**

**Responsibilities:**

* As a result of the merger between BMO, Harris Bank, and M&I Bank; involved in the delivery of several merger and acquisition projects.
* Managed the integration of FIS LBS platform to the Fidelity Xpress middleware application integrating with XIM, XST, and XAM. (Applications Impacted OLBB & HOB 1B)
* Managed the integration of Online Business Banking (OLBB) & HOB 1B External Transfer, Credit Cards, and Health Savings Account (HSA) applications
* Managed and directed all non—IT deliverables
* Built and managed day-to-day relationships
* Managed relationships with various internal stake holders
* Accountable for project budget and resource allocations
* Ensured the delivery of all projects within Scope, Budget, and Time

**Client: Wachovia Bank, Charlotte, North Carolina Jul 09 – Sept 10**

**Role; IT Consultant**

**Responsibilities:**

* Managed the business analysis function for several Wells Fargo – Wachovia merger initiatives. Including Discretionary Action Request Application and International Database
* Collected the Business requirements for the automation of the Discretionary Action Request Application from a manual application
* Provided insight into design elements of the various applications
* Documented current (AS-IS)and future State (TO-BE) business and technical processes
* Document future State (TO-BE) business and technical process
* Documented and managed all QA and Test scripts
* Documented training manual for International Database application

**Client: PNC Bank, Pittsburgh, Pennsylvania**

**Role: Project/Program Manager – Basel II implementation(s)**

**Responsibilities:**

Project Manager for Basel II initiative. Delivered functional & technical solution architecture for Credit Risk.

Assisted in the development and deployed the Basel II road map resulting from the merger of PNC Bank & National City Bank

Assisted in the creation and management of the Basel II Master Project plan.

Managed the implementation of Murex Capital Markets Platform

Created and Managed Project Plan, Resource Plan, Budget Plan, Risk Log, and Work breakdown Structure via Clarity PPM tool

Assisted in the preparation of regulatory compliance documentation.

Business Continuity Management (BCM) process to offset any potential failure of going live on the specified date.

**Earlier assignments : 1994 - 2007**

RBC Dexia Investor Services

Dynamic Mutual Funds

KPMG

Hydro One Telecom

Telus Mobility

CIBC

TD

Scotia Cassels

Davis & Henderson (D&H)