# NAMBIRAJAN VAITHILINGAM (NAMBI)

**SALESFORCE SME | SALESFORCE ARCHITECT | CRM DELIVERY**

Email: [nambiv@yahoo.com](mailto:nambiv@yahoo.com) | Bartlett, IL | 1-678-469-4152 (M)

Result-oriented Solution Architect and certified professional with more than 20 years of multi-platform & multi-disciplined IT expertise in Program/Project delivery, application development, application support and delivering IT solutions for various industry verticals. Experienced in Business & Technical architecture and has 10 + years of experience in solving business challenges using technology solutions. Domain expertise in Financial Services, Healthcare, Pharma, Insurance, Retail, Energy & Manufacturing.

Strong in **CRM Salesforce,** Data warehousing and Business Intelligence (BI) experiences including architecture, design, development, integration and data migration. Demonstrated proven ability to effectively communicate with all levels of management and lead complete project life cycles, from initial planning and needs determination to final testing and deployment of systems in a cloud and client/server architecture environment.

Seasoned professional, with outstanding planning, execution, monitoring and resourcing skills with ability to manage and support complex projects in a matrix organizational structure. Excellent communication skills with both business and technical users & excellent management and leadership skills, Self-starter, motivated to excel in a challenging environment.

**HIGHLIGHTS OF ACHIEVEMENTS**

* **CRM Implementation and Integration:** Manage and lead the architecture, design, developments, integration & data migration of salesforce implementation projects. Implement best practices, standards, process improvements on various salesforce projects. Achieve high performance results on data migration and integration from on-premises systems to CRM salesforce applications.
* **Delivery/ Project Management:** Deliver large scale projects on time within budget as planned, earned exceptional contribution recognition from the customers for the execution of multiple projects with success and laying the new path toward gaining the confidence. Manage large applications and handle complex business and technical demands with ease. Lead and/or facilitate the cross functional and vendor teams and develop proposals, leveraging extensive business development and client relationship management for various internal and external customers.
* **Operations Management:** Provide and supportmany enterprise applications under various platforms, tools and technologies. Implement best practices and standards across to improve the application performance and stability. Achieve cost reduction and reduced cycle time for the applications and operate applications within defined SLA with exceptional support coverage.
* **Team Management:** Direct and Manage global team and implement the best practices for knowledge transfer, training to the team. Mentor and motivate the team for the upskilling and career improvement.

**EDUCATION**

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| * Master of Business Administration (M.B.A), Purdue Northwest, IN, USA |
| * Bachelor of Engineering (Mechanical), Bharathidasan University, TN, India |
| * Management Essentials, Harvard Business School. |
| * Program Management – George Washington University (School of Business). |

**CORE COMPETENCIES**

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| * Project / Program Management. | * Customer Relationship / Business Development. |
| * IT Delivery Management | * Team Management and Mentoring. |
| * Architect & Subject Matter Expert. | * Application Development / Integration |
| * CRM, SFDC, MDM, DW/BI | * Agile, & Waterfall Methodologies |

## **PROFESSIONAL Experience**

#### Aetna-CVS Health Company, Connecticut, CT July’2020 – Till Date

#### Responsibility as Sr Salesforce Architect – Technology Architecture and Innovation.

* Responsible for the solution design, application architecture, API integrations for the salesforce applications.
* Collaborates with Business Analysts and Stakeholders to gather and analyze requirements, and propose solutions that leverage Salesforce functionality for the care management domain.
* Responsible for solution design document, design reviews, and overseeing the developments and deployment of salesforce projects.
* Salesforce integration and data migration with various internal and external systems like CEC, GPS, C360 and ON24 applications.
* Conduct code review and ensure the standards and best practices for the salesforce development.
* Lead the development including creation of custom objects, workflows, validation rules, approval processes, flows, flow triggers and validation rules etc.
* Responsible for technical design, ETL flow and data mappings for the salesforce integrations and data migrations.
* IBM App Connect and Rest APIs, Service oriented Solution designs and integrations on salesforce orgs.
* Drive with Technology Architecture and Innovation (TAI) team for salesforce solutions, knowledge sharing, best practices, Advice and usage of salesforce lightning components build, validate and deployment.
* Collaborate with Salesforce COE for the shared services requirements, Tools and POC requirements.
* Provide guidance on solution requirements, technical design, integration architecture, and solution recommendations for the clinical domain.
* Identify the solution gaps and work with scrum team for the stories/feature alignment and point estimations.
* Multivendor team collaboration and execution of task and deliverables for the projects.
* Lead the Solution architecture and salesforce dev team for the care management domain.

#### I-CAR, Hoffman Estates, IL Jan’2020 – June’2020

#### Responsibility as Salesforce Solution Architect.

* Develop custom solutions and interfaces using the salesforce Clouds (Commerce & Community).
* Responsible for the solution design, application architecture, features, and 3rd party integrations for the salesforce applications.
* Collaborate with product managers to understand the business processes and requirements for the solution design and build.
* Lead the business and functional requirements session overview / definition and prioritization, scoping of the requirements.
* Oversee progress of development team to ensure consistency with initial design and delivery.
* Provide pre-sales support in collaboration with the sales and account teams and ensure product and service selection meets customers business and technology needs.
* Responsible for development, process improvements, coding standards and best practices for the salesforce development applications.
* Accountable for code quality and best practices for salesforce development and ensure the code review process and standards followed across the projects.
* Responsible for various paring and pricing attributes configuration and validations.
* Recommend and implement various salesforce development technologies to build and maintain solutions including Process builder, Lightning flow, Workflows, APEX, Visual Force, Lightning, Community, Triggers, API, SOSL, SOQL, REST, App builder etc.
* Lead the integration and data migration strategies for the salesforce on-premises and externals systems like ERP, Datawarehouse, LMS and Salesforce etc.
* Provided technical analysis and security requirements for the managed /app exchange products installations.
* Provide solution design for course pricing, products and discounts to configure on B2B/Community clouds for the course purchase and registrations.
* Responsible for end to end validation and testing of CPQ including products, pricing and discounts etc.
* Mentor and Guide internal and external teams for new designs, solutions and tools to increase salesforce knowledge base.

#### BlueCross Blue Shield of Illinois (HCSC/BCBS), Chicago, IL March’2018 – Nov’2019

#### Responsibility as Salesforce Specialist - Technical Delivery/Lead

* Provided the leadership and architectural review with enterprise architecture team for the salesforce programs (Like ACE, PIER, WIM programs) and ensure the salesforce best practices and standards implementations for the salesforce development.
* Collaborated with business and IT stakeholders to manage delivery expectations and features grooming and along with business priorities**.**
* Responsible and work with scrum teams and stakeholders for the features/story prioritization and alignment for the sprints.
* Responsible project plans, design, development and testing of salesforce programs/projects.
* Monitored and analyzed the salesforce development team velocity, development patterns and implement a process improvement as needed to increase the velocity.
* Collaborated and work with Salesforce Center of Excellence (CoE) team to evaluate the tools requirements, salesforce upgrades and user licensing requirements for the continuous improvements and application productivity.
* Developed custom triggers, Process Builders, and Validation rules etc. for the claims and benefit utilization custom objects created on health cloud.
* Partnered with customer engagement leadership team for the salesforce roadmap development and implementation to leverage the technology to improve the customer experience.
* Worked with the program team that includes internal customers and vendor teams for the application delivery on agile and waterfall methodologies.
* Responsible for member dashboard design using health cloud data model and integrated with Agent console for the member interactions.
* Provided leadership to the health analytics / data management team for data migrations and integrations (mulesoft) of APIs/EAPIs, Setting up the standards and guidelines.
* Experience on managing global delivery model team which includes onsite and offshore teams.
* Collaborated with DevOps and Release management team for salesforce strategy planning, CICD process improvements, release schedules for the delivery.
* Led the data migrations and integration from various systems and ensure the data quality for the salesforce applications.
* Monitored and Provided a Salesforce customization and configuration expectations and standards for the ongoing salesforce programs and monitor the customization to minimize the tech debt.
* Partnered with Enterprise digital leadership team for the integrations (Mulesoft API, EAPI, SOA services and ERP/ODS/ Siebel applications), availability, resiliency and performance improvements for the successful implementation of integration layers.
* Co-ordinated with data management team, health analytics team for the successful data load from external and internal systems to meet the business objectives.
* Integrated Salesforce quotes, prices and contracts information for the providers into salesforce applications.
* Responsible for configuration of product rules, pricing rules, discounts, pricing, quote templates, quote processes.
* Led the QA and UAT testing for salesforce integration and validations.
* Responsible for performance metrics and improvement of salesforce and Integrations APIs and Work with testing and performance team for the review and improvement plans.
* Collaborated with salesforce.com team for the overall architecture review, design decisions and application performance to meet the industry standards and direct for the recommended improvement plans.
* Worked with IT teams (Architects, Analysts, Developers) for the project/program solutions, risks, assumptions to implement the quality solutions.
* Worked with various IT stakeholders (Internal and External) for the requirements, process change and process improvements etc.
* Co-ordinated and ensure the knowledge transfer and post live support activities for the salesforce applications.
* Evaluated and participate in the vendor selection process for the larger programs.
* Accountable for the Salesforce team hiring, evaluations and team building for the program needs and work with resource management group for the advanced training needs and skills improvements.
* Partnered with application development center (ADC), Center of Excellence (CoE) and DevOps teams for the salesforce opportunities, application assessments, process improvements and tools/technologies recommendations etc.

#### Cognizant Technology Solutions, Chicago, IL Oct’2013 To March 2018

#### Clients: Abbvie, Master Brand, J&J, Voya Financial, Anthem and ShopHQ

#### Responsibility as Sr Manager /Architect – Salesforce Projects

* Partnered with Clients leadership teams, executives and IT team for the business requirements and the development of IT cloud applications.
* Responsible for all the application development and its related activities.
* Managed multiple projects from inception to successful implementation in a cross-functional environment.
* Provided overall leadership and deliverables for all relevant salesforce (SFDC) projects which include internal and external team members and effectively allocating resources, facilitating productive meetings.
* Developed and implemented a salesforce implementation roadmap for the clients and internal stakeholders for the successful digital transformation impact to streamline and grow the business beyond CRM.
* Worked on various business development efforts, including Statements of Work (SOW), proposal development, client presentations, etc.
* Contributed to the internal development of our practice through participation in areas such as business development, training, methodology and toolkit development, and recruiting.
* Managed day to day customer interactions, issues and escalations for the projects and update the status back to account leadership team.
* Partnered with cross functional teams to implement best practices on customer relationship management programs.
* Responsible for the technical leadership and management throughout the entire project lifecycle, including project initiation/proposals, project delivery, stakeholder management, post implementation review and project closure.
* Participated in planning and execution of user acceptance testing, triage issues and work with development teams to resolve the bug fixes and deployment.
* Responsible for the salesforce cloud projects (Service and Health cloud) from discovery, Fit-Gap Analysis, design, development, testing and deployment with global team.
* Responsible for custom objects design and custom development and Optimization for the pharmacy solutions on health cloud.
* Responsible for data migrations from various sources to salesforce service health cloud data models.
* Created and Managed custom objects on health cloud a Health Cloud custom objects and profiles.
* Worked with architects, developers in the areas of salesforce architecture, technical direction, future planning and standard development practices.
* Oversee development environments, document and maintain development coding standards, policies, and best practices and focuses on SDLC activities using Agile/Waterfall methodologies
* Facilitated and led the daily, weekly meetings with Senior Leadership & IT Team.
* Conducted regular impact analysis in order to assess the consequences of the project deliverables on other area of the delivery.
* Provided production support for salesforce applications and deployment activities from lower org to upper orgs.
* Facilitated regular weekly meetings with leadership team and application delivery team for the project delivery updates.
* Led the on-premises system integrations (realtime, near realtime and batch mode) and data migrations to salesforce using Data Loader, ETL process.
* Led the Salesforce integrations with for SOAP, REST APIs integrations and Single Sign On, Survey, box.com, Experian, RemyHealth, NucPharma etc.
* Provided and Led the data migrations and cleansing for the salesforce data migrations to meet the business objectives.
* Led the solution definition, design, layout and configuration of the SFDC implementation and integration requirements and implementation.
* Implemented OMNI Channels (Web-To-Case, Email-To-Case) functionalities with service console.
* Provided salesforce configurations, Apex code review, Sanbox creations and users/profiles/Roles setups, schema designs and other salesforce admin activities.
* Implemented salesforce coding Stds, best practices and security for the salesforce applications.
* Directed the team for requirements gathering with business users, management, systems analysts and development teams.
* Led technical design discussions with the salesforce development teams and ensured the salesforce standards and best practices are followed in the design and development.
* Created and maintained project plans inclusive of risk management, communications, responsibility chart, schedule, and budget.
* Managed overall communication and project progress from a task, time, schedule, scope and cost perspective and responsible for the maintenance of accurate, correctly modeled, and up to date project plans enabling intelligent decision making to all the stakeholders.
* Responsible for communication with business partners daily, including lines of business, Portfolio team, testing team, systems support, other project managers and data center personnel etc.
* Provided guidance and mentoring for all team members, ensuring quality in all of their deliverables on time.
* Effectively managed and guided the direct reports for goal settings and performance review as part of the annual review process.
* Team collaboration and Identification of common challenges and provide optimal solutions.
* Worked closely with Resource Management Group for salesforce hiring and team onboarding for the projects.
* Managed and provided technical and functional leadership on CRM salesforce implementation projects at various clients like Abbvie, Master Brands, J and J, Voya, Anthem and ShopHQ etc.

#### Birlasoft Inc. NJ, USA Nov’00 to Oct’13

**Clients: Xerox, GE Capital Solutions, GE Energy, GE Plastics**

**Responsibility as Sr. Project Manager/ Solution Architecture Delivery**

* Managed project estimation, resource planning and schedules for BI/DW projects.
* Facilitated regular meetings with IT/Business managers in order to better understand new initiatives or current challenges.
* Engaged and worked with cross-functional team for various project related issues.
* Interfaced with customers to capture and analyze business needs and customers' strategic information requirements - design components to support them.
* Developed project plans and lead the project phases like design, development, testing and rollout of the applications.
* Partnered with engagement and sales teams for the proposal predation and reviews.
* Responsible for SOX Audits, Control and Support for the missing critical applications.
* Engaged and worked with cross-function teams for various technical issues and
* Responsible for global team management for the project delivery and support.
* Communicated overall delivery progress and status to senior leadership team and other stakeholders on a regular basis.
* Developed and maintained a high level of knowledge across departments & applications to identify opportunities for automation, technology applications, training and process improvements
* Worked with project team members to define project tasks and milestones, and coordinated the alignment of dependencies both within the project and across other projects.

**Responsibility as Project Manager / Lead**

* Led the planning, design, development, and implementation of Information Technology solutions for the mid-range & Datawarehouse applications.
* Responsible for project plan, estimates, resources, schedules & risk management.
* Managed and led the DW/BI team for application support & Implementation.
* Facilitated regular meetings with IT/Business managers in order to better understand new initiatives or current challenges and review progress of projects with management and the project team.
* Worked with project team members to define project tasks and milestones, and coordinated the alignment of dependencies both within the project and across other projects.
* Managed and led the Customer Master Data Integration projects & Dependencies.
* Acted as the SME for the IT/Business teams to ensure all the project related information.
* Ensured the understanding of the project estimates and project scope in order to lead the team to deliver within the boundaries of the given estimates and assumptions.
* Managed customer expectations regarding project scope, timelines, and deliverables.
* Coordinated activities with data source application owners to ensure integration within data warehouse and that data integrity issues are addressed.
* Engaged and work with cross-function teams for various project issues and managed global team for project delivery & support.
* Tracked and monitored project issues to be resolved openly and quickly. Escalated to the appropriate management level when necessary
* Provided direction and assistance to team members to resolve project related issues.
* Evaluated new tools for the Enterprise Data Management environment, including data integration, Data Marts, Business Intelligence & MDM.
* Developed and maintain a high level of knowledge across departments & applications to identify opportunities for automation, technology applications, training and process improvements

**Responsibility as Sr System Analyst/Lead**

* Responsible for gathering business requirements and preparing specifications for all the projects. Developed and implemented the projects using SIX SIGMA methodology
* Participated in project planning sessions with program managers, project managers, application developers, and infrastructure team members to analyze business requirements and outline the proposed solution. Worked closely with business users to prepare business requirement document and functional requirement for Business Objects.
* Responsible for system study, design, development, testing and implementation of the data migration process from old legacy applications to new application
* Responsible for developing ETL script, data extraction and transformation and loading from source to target systems.
* Developed oracle packages /procedures / functions / triggers for commercial and manufacturing data warehouse (CMDW). Converting Logical Model to Physical Model, Business logic applied using PL/SQL functions and packages.
* Responsible for data extraction, data transformation and data loading using ETL tools and SQL\*Loader.
* Developed scripts for data extraction, scrubbing and loading. Used SQL\* Loader utilities for data load on UNIX environment.

**MAT Systems Inc, CA, USA** **May’99 to Nov ‘00**

**Responsibility as Software Engineer**

* Responsible for database design and developed oracle packages, procedures and functions.
* Worked with business Users for change request, based on the changes modified and maintained Universe.
* Generated the complex BO Reports using free-hand sql including Sub queries, Unions, Intersect and Aliases. Created the reports on the web using the Business Objects Web Intelligence 2.7. From the online Internet database and migrated from third party database.
* Developed scripts to upload the product information to websites. Used Broadcast Agent server to post on the web and schedule and monitoring the reports as per the times and conditions.

**Datapro/Delimiter Systems, Chennai, India Jun’95 – May’99**

**Responsibility as Developer.**

* Worked on various web and database related projects as developer, responsible for design, development & testing. E-Register, HMS, LIS & MRP applications were developed & implemented.

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**CERTIfications & TraINING**

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| * PMP Certified | * Certified Salesforce Platform Developer 1 & Administrator |
| * Project / Program Management | * SFDC, SAP, BI/BW, SAP HANA |
| * Six Sigma | * SCRUM SMC® Certified |

**Technical SKILLS Summary**

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| CRM/Tools | Salesforce (Service cloud, Health cloud ,B2B Commerce Cloud (Cloud Craze), Community Cloud, and Sales Cloud, Marketing Cloud), Data Loader, SFDC ClaimVantage, SFDC MedVantage, App Exchange, JIRA**,** Relational Junction, MuleSoft, APIs, Visualforce, Apex, IntelliJ, Eclipse, VS Code, SOQL, SOSL, JIRA, RALLY,IBM RAD |
| ETL/BI | Informatica Power center 7.1/6.2, SQL Server Analysis Services, BO Data Integrator, SAP Business Objects XI 3.1/R2/6.x/5.x, Qlick View |
| ERP/MDM | SAP BI 7.0, BW 3.5, SAP R/3 ECC 6.0, Teradata, IBM, SAP HANA |
| RDBMS | Oracle 11g/10g/9i / 8i / 8.0 /7.x, SQL Server 2008/2005/2000 |
| Languages | HTML 4.0, Java, PL/SQL, XML, SOQL/SOSL, Apex. |
| Internet / Scripting | Perl, VB Script, Java script, Unix Shell Scripts, Cron Jobs. |
| Software Tools & Packages | Oracle Developer 2000, ASP 3.0, JSP, Erwin, TOAD, Visual Source Safe 6.0, MS Office, MS Project, MS Visio, Risk Analyst, eCredit. HP ALM |