**MIRZA SHOAIB TANWEER**

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*Result-driven professional targeting assignments in* ***Sales & Marketing Operation/ Partner Management / Business Analysis & Consulting/ SFDC Data Management/ Sales Enablement Records***

**Preferable Industry: IT | Location Preference: Hyderabad / Pune / UAE**

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| **Core Competencies**SFDC Data QualityEscalation Handling**Partner Management**User Acceptance Testing/ Business ConsultingCross Functional Teamwork Project ManagementRequirement Gathering & Documentation JIRAPower BI/ Tableau |  | **Profile Summary*** A competent professional with **nearly 9+ years** of experience in **Sales Operations Analysis, Global Sales & Marketing Operations & Sales Enablement**
* Translating functional requirement into test cases and preparing a **Detailed Test Plan** Specification utilizing knowledge of the functional application, Reviews of Test Cases and Documentation.
* **Interact with Business Units** across the globe through relationship teams and develop and/or modify business critical reports based on stakeholder requirements.
* **Devised data verification, quality methods and standard systems** & procedures for supporting Business Intelligence (BI) platforms, executing research strategies for maintain hierarchy in Salesforce mainly with the industries from Insideview, Duns & Bradstreet, etc.
* Experience in designing and implementing sales credit assignment in **Oracle & SFDC**.
* **Working on resolution management** and owning to be accountable for any issue raised, investigate, solution and suggest process improvements to eliminate future issues occurring by creating work arounds based on queries.
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**Organisational Experience**

**VERITAS SOFTWARE TECHNOLOGIES INDIA PVT LTD, PUNE 12th August 2019- Till Date**

**Business Systems Lead, Global Business Operations**

**Key Result Areas:**

* Main point of contact on business systems within and across the teams and familiar with integration points, platform issues, upcoming enhancements, customizations and data flows for CRM, CPQ & PRM related issues.
* Analyse the functional and technical characteristics of the desired type of solution to work with cross-functional business stakeholders to understand future business needs that are aligned with systems roadmap.
* Identify systems opportunities for increasing revenue, decreasing costs, driving productivity, and improving operational effectiveness within an enterprise perpetual and consumer and subscription business model for CRM, CPQ & PRM projects.
* Identify solutions, evaluate costs and benefits, develop recommendations for systems enhancements, and develop a detailed project plans to track deliverables in JIRA and updating the JIRA for stakeholder reviews & comments/enhancements.
* Differentiate and determine if any complex problem is system related to a business process problem and make impactful recommendations accordingly with the help of the broader cross-functional IT organization and to Translate business processes and policies into clear business flows and systems requirements to plan and coordinate cross-functional resources to ensure flawless execution on project deliverables.
* Have a clear understanding of end to end policies and processes in order to enable the most efficient and effective solutions that will drive internal productivity and enhance the external customer experience. Involved in decision making with business stakeholders for project to go-live or no.
* Facilitate change management by developing and executing communications plans, assigning roles and defining accountabilities, conduct user training and creating training documentation, provide ongoing user support, implement reports and dashboards, etc for CRM, CPQ & PRM projects.
* Participating in key meetings with clients including requirement sessions, system demos, (UAT) user acceptance testing and end user training & IT developments. Conducting presentations of functional or technical information concerning specific projects scheduled and drive adoption and enablement sessions of changed or new systems and monitor compliance of users along with creation of the functional specific documents for better understanding and guiding with the project details.

**RED HAT INDIA PRIVATE LIMITED, PUNE 21st February 2018- 2nd August 2019**

**Data Information Analyst, Global Business Delivery**

**Key Result Areas:**

* Primary interface for managing renewals data for regional request in salesforce.com
* Creating Reports and Dashboards in Salesforce.com for sales and operations users based on their requirements.
* Actively involved in conducting User Accepting Testing (UAT) on Salesforce cycles with users and stakeholders on different projects on a global level and preparing Standard Operating Procedures (SOPs) on the requirements.
* Generating “Quarterly Business Review” (QBR) reports to present the current market situation of their products using MS-Excel that basically deals with Pivots, Lookups, Charts, graphs.
* Extracting data from Redshift using SQL queries for QBR reports.
* Invoicing the reports that are generated by SSI on a monthly basis. The flow of generation of invoice validation file and any subsequent resolution of dispute if occurred.
* Approving the changes as requested by the Partners, Sales Rep or the PSM in the Salesforce CRM as requested. Also working on the forecast created by the Sales rep for the opportunities based on the case query.
* Tagging the opportunites to SSI scoping based on the validation from different roots in Salesforce and Oracle along with the ongoing data validation, Consolidation, cleansing and maintenance in salesforce.com.
* Cross-reference and reconcile data across different systems like Salesforce.com and oracle.
* Commercial Scoping and Enterprise Scoping based on the Rules of Engagement designed by the Stakeholders and than updating the the accounts in Salesforce.
* Territory wise mapping the Key Value updates in Salesforce based on the stage.
* Taking initiative and working on "Strategic" and "Enterprise" dataset with the Deal Desk team for some analysis on the Known and Unknow potential.
* Extracting data from Qlikview as per the requirements mentioned by the Stakeholders and also for preparing the Renewal Metrics Data for Quarterly Business Review.
* Suggest changes or improve current process through automation and add value to the deliverables.
* Supporting on demand Adhoc queries and reporting from different channels.
* Analyze weekly, monthly, and quarterly pipeline data and comment on week-on-week changes in the numbers.

**previous experience**

**SYMANTEC CORPORATION PRIVATE LIMITED, PUNE 3rd November 2014-14th February 2018**

**Sales Operations Analyst, Global Sales & Marketing Operations**

**Key Result Areas:**

* Report delivery for cognitive decision making and channel partner programs administration.
* Pulling reports from SFDC from the different accounts which are in the Sales Pipeline. Created reports in business intelligence and also pulling reports from SFDC from the different accounts which are in the Sales Pipeline.
* Comparative product performance analysis reports using salesforce - comparison, Product family, top revenue generator region wise.
* Generating “Quarterly Business Review” (QBR) reports to present the current market situation of their products using MS-Excel that basically deals with Pivots, Lookups, Charts, graphs.
* Work directly with marketing, channel sales managers, and resellers to design and execute innovative joint programs that engage partners’ customers, build awareness, generate qualified leads, and drive new business.
* Work with channel sales managers to understand and provide support with overall territory and reseller planning to ensure optimized activity to grow the business.
* Report and analyze channel sales and marketing programs, promotions, and overall reseller performance and provide insights to help grow the business.
* Assess and design the change management involved and get buy-in from local and regional stakeholders. Define training plans, organize training needed and assist in creating robust documentation of the processes, including detailed operational procedures. On calls support to engage with multiple stakeholders across the company to ensure all processes and requirements were accurately defined.
* Recommend changes for Salesforce CRM for the partners to access it easily, i.e. user friendly on calls with the Stakeholders. Helping out the partners with their queries related to Salesforce CRM and rebate queries.
* Approving the changes as requested by the Partners, Sales Rep or the PSM in the Salesforce CRM as requested. Also working on the forecast created by the Sales rep for the opportunities.
* Point of contact for escalation and resolution of Partner net and opportunities related queries and issues, especially in support of Quarter End.
* Actively involved in conducting User Accepting Testing (UAT) cycles with users and stakeholders on different projects on a global level and preparing Standard Operating Procedures (SOPs) on the requirements.
* Efficient in using Enterprise Security Systems to implement different strategies and achieving recommended results.
* Build analytical dashboards and reports in Excel to provide insight into business dynamics to Stakeholders as well as Partners and GEO Sales Teams. Creating and uploading reports of Margin Builder and Geo report on the Sales Central website.
* Ability to analyze functional requirements, translates them into test cases, and prepares a Detailed Test Plan Specification utilizing knowledge of the functional application, Reviews of Test Cases and Documentation.
* Work with IT to validate analysis for future enhancements/releases/new development efforts. Production and review of test plans for new developments/releases/reports. Functional testing of new developments / releases with the help of the IT. Analysis of new business requirements for client specific enhancements. Responsible for Sales Force -CRM/ PRM Process / Training /Enhancements
* Working on resolution management and owning to be accountable for any issue raised, investigate, solution and suggest process improvements to eliminate future issues occurring by creating work arounds based on queries.
* Opportunity Registration Review- Approve/reject Partner’s registered opportunity (inclusive of .Cloud)
* ADHOC Requests from EMEA Rebate mailbox (Extensions, Finance, Non-payable, Incorrect Sales order number, Mass transfer, Account changes, Non Payables)
* Responsible for leading testing cases, ensuring that issues are identified, tracked, reported on and resolved in a timely manner. Assisting the Stakeholders and Partners in defining the scope, and defining business rules of the project. Also assisted in gathering business requirements, doing gap analysis and documents them textually or within models.
* Interact with Business Units across the globe through relationship teams and develop and/or modify business critical reports based on stakeholder requirements.
* Preparing monthly and quarterly report for the deals registered for effective sales leadership for future prospects. Working on different account in SFDC and uploading reports on different accounts for the sales representatives.

**Achievements**

* Applause Award - Received applause award for creating the Standard Operating Procedure & Process Flow for the team members, Social Media Marketing & Stakeholders to work on the process.

**iRESEARCH SERVICES PRIVATE LIMITED. 14th October 2013- 30th October 2014**

**Research Analyst - (Lead Generation)**

**Key Result Areas:**

* Analysts apply mathematical models and statistical techniques to analyze large amounts of data, and prepare reports of their results.
* Manage data for new and prospective clients in Salesforce, ensuring all communications are logged, information is accurate and documents are attached.
* Build and cultivate prospect relationships by initiating communications and conducting follow-up communications in order to move opportunities through the sales funnel.
* Work with the Regional Sales Directors and VP of Sales to develop and grow the sales pipeline to consistently meet quarterly revenue goals.
* Collect data points through multiple sources using a mix of qualitative and quantitative approach thus building up a consultative report after analyzing the data.

**SKYNET COMPUTERS PRIVATE LIMITED. 2nd May 2011-20th March 2013**

**Sr. CSE & BDE**

**Key Result Areas:**

* Responding to inquiries from staff, administrators, service providers and outside vendors and etc. to provide t echnical assistance and support.
* Good understanding of OSI Model, TCP/IP protocol suite (IP, ARP, ICMP, TCP, UDP, SMTP, FTP, TFTP).
* Knowledge of hardware tools like servers, printers, VoIP, networking and telecommunications devices.
* Configuring and troubleshooting Microsoft Outlook and Outlook express.
* Maintain a current and accurate knowledge of competitor products, be able to highlight their disadvantages and promote relevant benefits.
* Effectively communicate with clients via telephone, face-to-face and written communication.
* Be able to demonstrate a full knowledge of all products, relevant selling points and benefits.

**IBM DAKSH PRIVATE LIMITED. 19th Feb 2010- 20th April 2011**

**CSA (Resolution Specialist Voice Process-Broadband and Wireless)**

**Key Result Areas:**

* Responding to inquiries from staff, administrators, service providers and outside vendors and etc. to provide technical assistance and support.
* Good understanding of OSI Model, TCP/IP protocol suite (IP, ARP, ICMP, TCP, UDP, SMTP, FTP, TFTP).
* Knowledge of hardware tools like servers, printers, VoIP, networking and telecommunications devices.
* Configuring and troubleshooting Microsoft Outlook and Outlook express.
* Maintain a current and accurate knowledge of competitor products, be able to highlight their disadvantages and promote relevant benefits.
* Effectively communicate with clients via telephone, face-to-face and written communication.
* Be able to demonstrate a full knowledge of all products, relevant selling points and benefits.

**Projects**

* Live Escalations for Unresolved Issue.
* Call back on the Open Cases and Wireless Services.

**Academic Details**

ITIL foundation certified

Project Management Training Certificate

* M.B.A. in Marketing from Pune University
* B.E. in Electronics from Pune University
* B.C.A. from IGNOU

**IT Skills**

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| **Languages** | * C, SAP-ABAP, SAP-BO.
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| **Databases** | * MySQL, MS-Access, Advance Excel, RDBMS, SFDC/Salesforce, Oracle 11i & Oracle R12, Qliksense, Tableau
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| **Operating Systems** | * Windows XP, Vista, Windows 7
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| **Installations**  | * Installation of OS and all types of application software,

 Physical networking, LAN setups. |

**Personal details**

**Languages Known :** English, Marathi & Hindi

**Passport :** J8312330

**Permanent Address :** Nirmaan Asamant, B-402, Parge Nagar, Kondhwa, Pune-411048