

Etika Varma

Professional Summary

Executive-level IT Manager and entrepreneur with experience working with start-up and MNC companies. Strong technology and product development expertise. Build strategic business relationships and partnerships. Strong drive with excellent interpersonal, communication and team-building skills.

Work History

Genpact Digital - Vice President

Noida

12/2017 - Current

- Work as Salesforce Practice head for managing deliveries for multiple products on force.com platform.
- Oversaw and improved Product engineering deliveries per year through change in technology landscape
- Worked directly with management, VPs, and PS department to brainstorm, discuss strategy and mitigate deployment issues
- Active participation in RFP bidding & customer demos taking Engineering & IT related questions
- Chaired weekly meetings with executive leadership to identify opportunities for improvement, establish milestones
- Revamped all salesforce products to new lightening framework
- Managed engineering team including products build on Force.com, Salesforce communities, Heroku, Jitterbit, Hybrid Mobile apps & Celonis platform
- Salesforce integration with customer ERP's like : SAP, Oracle and data lakes
- Migrating customers from legacy systems to salesforce & technologies on cloud
- Setting up CI/CD pipeline for salesforce projects & use of salesforce DX

Snapdeal - Senior Enterprise Manager

Gurgaon, Haryana

07/2015 - 12/2017

- Coordinated project team of 15 engineers, 1 designers and 3 QA

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Skills

- Team leadership
- Salesforce Developer & Architect
- Product development
- Solution selling
- Recruiting and Hiring in IITs
- CXO Reporting
- Accounts payable
- ERP Integrations
- Customer Relationship Management
- Stakeholder Relations
- Documentation and reporting
- Budget administration
- Project lifecycle management
- Requirements analysis
- Microsoft Developer & Designer
- Zuora solution architect
- Analytical & Problem Solving Capabilities
- Agile framework
- Cloud Computing
- Process improvements

Technologies

- Programming Languages:- Aura, Apex, Force.com, C#, Asp.net, Node.js
- Databases :- SQL-Server, Oracle9i, PL/SQL, DB2, Postgress

- Trained and developed team of qualified and motivated employees and managed resources
- Collected project information and disseminated to appropriate stakeholders

Astadia - Senior Technical Lead

Gurgaon, Haryana

08/2011 - 07/2015

- Evaluated and adopted new technologies to address changing industry needs
- Worked as a Salesforce & Zuora architect for multiple customer deliveries
- Developed technical solutions to diverse operational problems
- Worked on Triggers, Apex Classes, Data loader, Batch Jobs, Scheduler, Z-Quotes etc

Cognizant - Associate

Gurgaon, Haryana

08/2010 - 08/2011

- Evaluated customer information to explore issues, develop potential solutions and maintain high-quality service
- Designed, implemented and monitored web pages and sites for continuous improvement
- Collaborated with other developers to identify and alleviate software errors and inefficiencies

Accenture - Software Engineer

Mumbai, Maharashtra

03/2007 - 08/2010

- Analysis of Business Requirement and preparing a High Level estimates of the requirements
- Designing the components from start to end e.g : preparing UI designs, Use Case, CID DFD etc
- Creating & applying Database Change Requests
- Wrote highly maintainable, solid code in .net for Claims system that formed core framework and has won consistent praise from subsequent developers since initial version

Project Information

- **PROJECT:** Cora Accounts payable -Genpact
- **Role:** Engineering Manager
- **Software/Systems:** Salesforce.com, Heroku, Customer Community Plus, Jitterbit ,Einstein

Overview :Standard Engagement Layer Enabling Digitization, Vendor Collaboration, E2E Visibility & Insightful Analytics. Drives business

- Test Mgmt Tools :- Quality Center 9.2 ,Bug Zilla
- Configuration Mgmt Tool:- SVN, Clear Case, VSS, TFS,GIT
- Software :- Sharepoint, Jira, Visual Studio, VSTS
- Scripting language:- Java Script
- CRM Tools: Sales Cloud, Service Cloud, Communities

Education

2006

U.P. Technical University

Lucknow

B.Tech (EC)

Certifications

- Azure Fundamental certified AZ-900
- SAFe 5.0 certified
- Harvard Business Publishing Corporate learning for Women Leadership Program by Genpact
- Certified Force.com Developer(401)
- Tradeshift certified
- Certified Salesforce Platform App Builder
- Salesforce Certified PD1
- Certified Force.com Administrator (201)
- Zuora Certified Solution Architect
- Microsoft Certified Professional (MCPDEA)
- Accenture Solution Delivery Academy (ASDA) certified from Massachusetts institute of technology (MIT)
- Insurance Domain certified (L1)

- **PROJECT:** E-Commerce Risk & Fraud management - Snapdeal

Role: Senior enterprise manager (Reporting to CTO)

Software/Systems: Salesforce.com, SERVICE CLOUD, JIRA , Dataplatform

Overview: risk & fraud management framework identifies existing & possible Risks & frauds. The frauds for an ecommerce company can occur via Customer, Seller & In transit frauds by the courier partners.

- **PROJECT:** Customer experience - Snapdeal

Role: Enterprise manager

Software/Systems: Salesforce.com, SERVICE CLOUD,JIRA

Overview:The project module takes care of the call center application for Snapdeal. It uses the service cloud telephony & IVR integration. The project serves all means & channels through which a customer interacts with Snapdeal like: Web, WAP, APP, Voice, Windows, Android, IVR, Help Centre etc.

- **PROJECT:** ISO Phase3 - Astadia

Role: Engagement manager

Software/Systems: Salesforce.com, zuora ,data loader

Overview : shopping cart for purchasing ISO standards & has integration with Zuora for the subscription management. The project used partner portal for accessing the products & their purchase.

Accomplishments

- Awarded "Diamond Award" twice in Genpact within the span of 3 years
- Awarded "Silver Award" in Genpact
- Awarded Silver Cheers for courage & new thinking in delivery
- Awarded Gold Cheers in Genpact
- Awarded "Best performer of the month" in Astadia
- Awarded "Applause Award" in Cognizant
- Awarded "Best Developer" Certificate From Client (Allianz) in Accenture
- Awarded as the "Client Engagement High Performer "award in Accenture
- Awarded "System Industrialisation Program" (SIP) award in Accenture for saving 32% of effort