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**Enterprise Salesforce Architect**

Client Success Management • Enterprise Salesforce Architecture and Design

Agile Project Management • Operation Streamlining • Technical Leadership and Management

**CLIENT SUCCESS HIGHLIGHTS**

* Created a roadmap for AT&T to sequentially restructure the business and IT processes across multiple business units. Optimized, modernized, and unified the business processes of various BUs, thereby **potentially** **reducing** **sales and service costs by over $35M per year.**
* Conceived, designed, and architected the **Marketing Storefront application** for Nationwide Mutual Insurance. Created a Salesforce-based one-stop-marketing shop, thereby **unifying all marketing channels across multiple business units**. Enabled cross-selling of products and eliminated agency dependency, eventually leading to a **cost decrease of over 13%** and achieving a **Gartner B2C Marketing score of 4/5**.
* Modernized and streamlined the order management processes for Cardinal Health by creating, mentoring, and managing an extensive cross-country techno-functional team that included both internal employees and employees from the SI. **A 12% sales increase, amounting to over $7.6B, was recorded** in the first quarter after the initial implementation and decreased the **onsite-offshore ratio to under 35%** by reorganizing the teams.

**SUMMARY OF QUALIFICATIONS**

* Enterprise Salesforce Architect with deep client success and product delivery experience. Over **16 years of experience designing and delivering applications and integrations** across various industry domains.
* Over **seven years of experience leading large, cross-country delivery teams** achieving high client satisfaction and customer success ratings
* **Solid design/architecture level understanding of the Salesforce** platform honed from experience in architecting, designing, and developing Salesforce organizations hosting multiple applications catering to varied business units
* Comprehensive knowledge of the **Salesforce licensing pattern** and identifying ideal Salesforce products and solutions for enterprise clients.
* Efficient at **managing multi-million-dollar projects**, delivering functional, technical, and operational excellence for major clients.
* Successfully implemented over **25 Sales and Service, Community, Marketing, and Commerce Cloud** instances using both out-of-the-box and custom features for complex, large-scale business problems.
* Expert at integrating Salesforce with external systems using **Mulesoft, Jitterbit, Informatica, DataStage**. and standard and custom APIs.
* Strong knowledge implementing **AppExchange** products like **Conga, Apttus, DocuSign** etc. for enterprise clients.

**PROFESSIONAL EXPERIENCE**

Cognizant Technology Solutions, India

# Senior Salesforce Architect Jul 2021 – Nov 2021

* Joined as the Senior Architect/Manager, responsible for managing design and delivery at the offshore location.
* Supported the onsite team on a large project for a Healthcare client to provide technical design and project roadmap.
* Designed the CI-CD process for the project to facilitate seamless implementation of config and code changes performed by over 10 developers into 4 different sandboxes.

Salesforce.com, Plano, TX, USA

# Program Architect Oct 2020 – Jun 2021

* Managed a team of over 5 architects to perform technical and functional analysis of 5 orgs comprising Community, Sales, and commerce cloud to streamline business processes and identify technical pitfalls and improve performance and efficiency.
* Created a project plan and design for a multi-hundred-million-dollar telecom client to merge 13 Salesforce orgs into three.
* Provided detailed technical guidance and created the roadmap for a three-year Salesforce project. Created the end-to-end budget and sprint plan spanning from Apr 2021 thru Mar 2024.

Acumen Solutions, Plano, TX, USA

# Salesforce Architect Mar 2020 – Oct 2020

* Architected, designed, and implemented the community portal for a major non-profit organization.
* Managed a team of over 10 developers to build a community cloud-based application serving over 10,000 users.
* Implemented a Jitterbit based integration between the YMCA Oracle database and Salesforce to exchange employee, payroll, and donation data.
* Implemented the agile scrum process to quickly improve team efficiency and gain the trust of the client by showing quick and sustainable progress.

Cardinal Health, Inc., Columbus, OH, USA

# Chief Salesforce Architect Oct 2018 – Jan 2020

* Designed and architected the Salesforce application for the Pharma Modernization initiative, merging sales and commerce processes of multiple business units into a single salesforce application.
* Built an application that carries over 30% of the overall Pharma sales, amounting to a total of approximately $40 billion.
* Created a CI/CD process to maintain independent yet coordinated releases across the run and build teams.
* Built and managed a team of over 25 developers, business analysts, and deployment engineers located both offshore and onsite.
* Modernized the business process and application design to enable high-speed ordering on SFDC.

Department of Taxation, State of Ohio, Columbus, OH, USA

# Lead Salesforce Architect Feb 2018–Oct 2018

* Architected Salesforce solutions for the ODT Municipality Portal. Provide solutions for complex Salesforce requirements.
* Lead a seven-member development team that designed and developed Salesforce applications for the Department of Taxation.
* Conceived the continuous integration process and identified CI tools to be procured for the Department of Taxation.
* Performed code and design reviews and provided architecture and design advice to the Dept of Taxation.
* Designed integration models to exchange data between Salesforce and other external systems using ETL tools like DataStage.

Department of Commerce, State of Ohio, Columbus, OH, USA

# Salesforce Consultant May 2017–Feb 2018

* Led in-house Salesforce team to design and develop custom applications for internal and community users.
* Designed and developed the licensing application for the Division of Financial Institution and Consumer Finance, as well as implemented the BasicGov App-Exchange licensing product for a division in the Department of Commerce
* Determined continuous integration process and analyze CI tools to be procured for the Commerce Department
* Acted as the in-house architect to review the design specifications for the Saleorce-based Medical marijuana portal built by the implementation partner for the State of Ohio.

Nationwide Insurance, Columbus, OH, USA

# Salesforce Technical Architect Mar 2014–Jun 2017

* Led the Nationwide Salesforce Center of Excellence Team in a fast-paced, agile environment, creating customized Salesforce applications for Nationwide’s varied business lines.
* Conceived, designed, and architected the Salesforce-based Marketing Storefront for Nationwide and its subsidies to enable multiple channel marketing through a single window.
* Maintained and optimized 8 Salesforce organizations and over 30 applications. Unified applications from 10+ orgs across Nationwide Mutual to 5 orgs by merging data, users, security, design, and application features.

PepsiCo Inc. Plano, TX, USA

# Salesforce Technical Lead Jun 2013–Mar 2014

* Conducted thorough analysis of business and technical requirements and created solution by modifying several standard objects of Salesforce.com (SFDC) and other platform-based technologies including Visualforce, force.com, API, and web services.
* Designed and developed the Business Development System (BDS), Frito-Lay's in-house Salesforce-based pricing tool.
* Designed the overall security and data model for Salesforce and managed the applications as the primary technical lead.

Tata Consultancy Services, Stamford, CT, USA

# Lead Salesforce Developer Jan 2012–Jun 2013

* Spearheaded Salesforce Development team that comprised 4 developers onsite and 11 offshore
* Served as the Salesforce Lead, in charge of requirement evaluation, development, and unit testing of newly created Salesforce applications.
* Created several custom objects, tabs, validation rules on the objects and tabs, components and Visualforce pages, and Apex classes.

Tata Consultancy Services, Chennai, India

# Assistant Consultant Jun 2010–Jan 2012

* Fulfilled wide range of tasks which include communicating with client application leads and business users to define and acquire business requirements; translating business requirements into system requirements; and supervising a team in conducting design modifications to applications
* Optimized ‘Gen Re Connect’, a reinsurance rating tool to accommodate multiple rating methodologies
* Held accountability in devising client and web-based applications as well as performing design and code review on requests work by offshore team members
* Evaluated business needs, managed complex service and maintenance requests, and administered design changes to initiate business requirements
* Oversaw the migration of 10 Lotus Notes applications from Native Lotus Notes Client to X-Pages while participating in the project management and development
* Created an in-house customizable content management interface through the use of Lotus Script and Java to swap data between the Lotus Notes database and documentum.
* Made use of Java and Lotus Script to devise an interface between Lotus Notes and APPIAN Workflow Management tool

BNP Paribas UK, London, UK

# Software Engineer Dec 2009–Jun 2010

* Interfaced with business users to gather requirements on new applications and enhancements on existing applications
* Assessed business needs, converted them into technical requirements, and conducted appropriate changes to attain business necessities.

IBM, Bangalore, India

# Software Engineer Jul 2008–Dec 2009

* Transitioned IBM human resource (HR) and payroll data from Lotus Notes environment to SAP using Lotus Connector for SAP, as well as other Lotus Notes applications between several Notes version
* Assumed the role of a systems analyst in reviewing user requirements and designing Lotus Notes applications for clients
* Produced web and MS Excel-based reports from Lotus Notes DB using Lotus Script

Polaris Software, Chennai, India

# Software Engineer Jun 2005–Jul 2008

* Single handedly managed the integration of Polaris asset management system and HR system, along with Polaris HR and mail system.
* Made use of LEI and NotesSQL to transition and exchange data across Lotus Notes, DB2, and SQL server 2005 databases
* Built workflow applications for EmPower (Lotus Notes-based portal), while forming SSIS packages in SQL Server 2005 to exchange data with Lotus Notes Databases

**EDUCATION AND CREDENTIALS**

**Bachelor of Engineering in Computer Science and Engineering** • Jun 2005

Anna University, Tamil Nadu, India

***Certifications***

*Salesforce Certified Application Architect*

*Salesforce Certified Sharing and Visibility Designer*

*Salesforce Certified Data Architecture and Management Designer*

*Salesforce Certified Platform Developer I*

*Salesforce Certified Platform App Builder*

*Salesforce Certified Administrator*