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**Summary**

* 14+ years of experience in IT industry in multiple roles of Technical Support Engineer\Lead, Test lead, Build & Deployments engineer, Project lead\Manager, Business Analyst, Product Owner & Product Manager.
* Certified Scrum Product Owner (CSPO), Certified Scrum Master (CSM), Certified Salesforce Admin
* Extensive experience in implementing Salesforce solutions like Salesforce Sales Cloud, Salesforce Service Cloud & Salesforce Experience Cloud.
* Proven experience in handling Salesforce CRM Integration/Migration projects
* Collaborates effectively with Business Stakeholders and leadership teams to understand their business process requirements and assists them with enhancement requests for Salesforce applications.
* Proficient in end-to-end AGILE/SAFE SDLC process from Roadmap preparation, Requirement gathering, Solutioning, discovery and grooming sessions.
* Extensive experience in authoring Epics, Features, and Stories with detailed acceptance criteria using GHERKIN language(BDD Format) by implementing INVEST agile method for all the Salesforce & other applications requirements (Tools: ADO devops(TFS), Smartsheet & Jira)
* Experienced in activities related to SFDC, Saleforce.com setup, architecture, strategy, configuration, customization, administration, data migration and deployment of applications to Force.com platform for user groups.
* Experienced in creating users, roles, profiles, permission set, Permission set groups, email services, page layouts, record types, workflow alerts and actions, and approval workflow.
* Designed formulas, validation rules for all the objects and implemented various advanced fields like picklist, custom formula fields, field dependencies, workflows, and approval processes for automated alerts, field updates, and email generation, Orgwide permissions , Role Hierarchy, Sharing Rules, Manual sharing rules, automating case management, report types, dashboards, major enhancements to Leads, Account, Contact, Products, Opportunity objects and other standard/custom objects according to application requirements.
* Works closely with delivery teams, Business Process Leads, Business Analysts, Product Owners, and Product Mangers to translate business requirements into workable product backlogs having discovery and grooming sessions and in PI planning sessions using SAFE & Agile Methodologies.
* Partners closely with the Scrum Masters, Cross Product Leads, Cross functional leads on sprint planning, including prioritizing stories that have the highest business value and are aligned with enterprise standards and business roadmaps.
* Collaborates with the agile teams to prepare the estimates (sizing in terms of story points) for the user stories within the product backlog per Agile Methodology.
* Conducts the formal review and acceptance of user stories implemented by the agile team within a sprint.
* Drives the execution of user acceptance testing (UAT) activities with support from business and technology team members.
* Expert in Solutioning, identifying and designing Salesforce components that improve business efficiency
* Extensive knowledge in designing Salesforce page-layouts and mapping fields for integration.
* Provides daily support to the application / Product platform, including integrations and Administration and having daily sync ups with business stakeholders to ensure they are up to date.
* Driving POMA (Product Operations Maturity Assessment) sessions once in a quarter to achieve the product goals.
* Preparing OGSMs (Objective, Goals, Strategy and Measures) based on the leadership guidance and ensure reaching goals quote on quarter.
* Specialized in Implementation of various technologies like Salesforce (CRM), IVR (Interactive Voice Response) and ATS (Applicant Tracking System) for various clients.
* Well versed in drafting Functional requirements from Business in Azure DevOps tools like Microsoft TFS and Jira software.
* Provides post-implementation support to assist all the stakeholders and end-users in creating reports, dashboards.
* Have very good knowledge with the Big Data Technology in HADOOP & SPARK Ecosystems and its components (HDFS, Hive, PIG and SQOOP etc.,)

**Technical Skills:**

|  |  |
| --- | --- |
| CRM | Salesforce Sales Cloud, Salesforce Service Cloud & Salesforce Experience Cloud |
| Domain(s) | Content Management System Solutions, Localization, Digital Marketing Solutions, Retail industry, IT Service solutions, Staffing Solutions and Education Solutions. |
| Tools& Technologies | Salesforce Sales Cloud, Salesforce Service Cloud, Salesforce Experience Cloud, Data loader, SQL(Structured Query Linguae), SOOQL(Salesforce Object Query Language, Jira, ADO Devops TFS(Team Foundation Server), Bing Adds, SharePoint, Microsoft Office.com help support |
| Roles | Salesforce Product Manager, Salesforce Product Owner, Salesforce Business Analyst & Support Project Manager, Project Lead , Application Support Team Lead & Application Support Engineer |

**Certifications**

* Certified Scrum Product Owner (CSPO)
* Certified Scrum Master (CSM)
* Certified Salesforce Admin.
* ITIL Version 3 Certified
* Six Sigma Yellow Belt
* ITSM-Associate Certification

**Key Accomplishments**

* Inspire Awards (DELL) in 2019-2023 for Winning Together and Customer Focus Oriented Results.
* Awarded On-the-Spot & Bronze Awards (DELL) - In 2022 & 2023 for delivering Complex Business Outcomes as Product Owner and Manager.
* Received Personal Appreciations from senior management, Sales, Dell Inc. (DELL)

**Education:** BCA (Bachelor of Computer Applications) from Kakatiya University - 2002, Telangana, India.

**Professional Experience**

**Dell Federal Customer, Remote Aug 2022 – Aug 2023**

**Senior Product Owner / Business Analyst**

**Title: DFN SFDC– Strategic Pursuits**

**Responsibilities:**

* Performed the role of Salesforce Product Owner/Product Manager in the Organization.
* Collaborates effectively with Business Stakeholders and leadership to understand their business process requirements and assists them with enhancement requests for Salesforce applications.
* Have a extensive experience using the Agile and Safe Methodologies,
* Involved in creating 'Vision& Strategy" with the collaboration of Executives directors, Stakeholders, Sponsors, Product owners and Scrum Masters.
* Preparing the Roadmap in celebrating with Business stakeholders, Leadership teams
* Creation of Product Backlog items by creating Epics, Features in the Jira and TFS and making them ready for Release planning
* Preparing the BRD documents and getting reviewed with Business stakeholders
* Participating in the release planning meeting along with the Agile/Scrum teams and Scrum masters.
* Handling backlog discovery & grooming session for the refined product backlog
* Attending very actively in the Sprint Planning meetings once every 2 weeks and providing inputs for sprint backlog.
* Actively attending the daily stand up meetings and updating the status if any
* Reviewing the changes with business and providing Demos o business stakeholders after completion of development in each sprint
* Attending Sprint Retrospective meeting and supporting with product owner comments.
* Supporting Functional Testing teams in reviewing the test cases for sprint stories and also supping to complete the testing part of sprint goals.
* Attending and Tracking release deployment by attending deployment meetings and ensure all the committed stories are deployed to production
* Supporting Business stakeholders in UAT( User Acceptance Testing) during release phase and PIT( Production Integration Testing ) during production deployment and ensure no open issues
* Provide the content for splash screen for the end users part of change management process for all the new requirements being taken for a release.
* Continues sync with Business Process leads for health checks of salesforce org and also to capture continuous backlog product items
* Communicate product vision and priorities to the development team.
* Provide guidance on Salesforce configuration, customization, and feature development.
* Continuously refine and prioritize user stories for development sprints.
* Ensure that Salesforce solutions meet business needs and quality standards.
* Working with Salesforce Architect, and Development & Testing teams involving customizations and configurations of SFDC objects, page layouts, workflows, document templates, data fields, reports and dashboards
* Orchestrate backlog grooming, creating epics, components and user stories using Gherkin language.
* Guide the development teams to break down large and complex user stories into simplified versions for execution.
* Coordinates closely the project team and the client to ensure that the requirements are clear and concise for implementation.
* Worked closely with Developers as needed for complex enhanced customization.
* Involved in activities related to SFDC, Salesforce Sales Cloud, Salesforce Service cloud setup, architecture, strategy, configuration, customization, administration, data migration and deployment of applications to Force.com platform for user groups.
* Involved in creating roles, profiles, email services, page layouts, workflow alerts and actions, and approval workflow.
* Designed formulas, junction objects and implemented various advanced fields like picklist, custom formula fields, field dependencies, validation rules, workflows, and multiple approval processes for automated alerts, field updates, and email generation according to application requirements.
* Create processes to streamline a support team’s workflow.
* Create record types for different kinds of support cases and Define picklist values for each new record type.
* Automate Case Management by creating Queues, Assignment Rules, Escalation Rules, Auto-Response Rules etc.,
* Provided post-implementation support to assist end-users in creating reports, dashboards and certain Administration tasks including creating and maintaining user-profiles and privileges.

Assist Leadership team with reports dashboards that enable management to demonstrate visibility and agility.

**Environment:** Salesforce Sales Cloud, Salesforce Service Cloud, Boomi, Siebel.TFS, Jira,smartsheet, sharepoint

**Dell Federal Customer – Remote Aug 2021- Aug 2022**

**Senior Product Owner / Business Analyst**

**Title: DFN SFDC– FPRM (Federal Partner Relationship Porta Management)**

**Responsibilities:**

* Collaborate with BPLs to refine the backlog on a regular cadence as a Salesforce Product Owner
* Assisted in developing Project Scope, Business Requirements and Functional Requirements, discovery sessions with internal team and clients.
* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Configured Master detail relationships, validation, formula fields, custom buttons to the custom objects.
* Automate Case Management by creating Queues, Assignment Rules, Escalation Rules, Auto-Response Rules etc.,
* Collaborates effectively with Business Stakeholders & Partner Users and leadership to understand their business process requirements and assists them with enhancement requests for Salesforce application.
* Identifying the current challenges discussing with Partners and designing solutions
* Preparing a comprehensive "Business Requirements Document's.
* Once the BRD is reviewed and approved by main business stakeholders,
* Written stories which were written in Gherkin language( using Give, When and Then) using INVEST Model
* Have an extensive experience using the Agile and Safe Methodologies, Part of the Agile implementation.
* Solid experience in implementing (Setting up the Partner portal) Salesforce Experience Clod/community cloud by implementing many capabilities for the outlined categories (43 features and 113 stories are identified as MVP and created in TFSBranding)
* Account Management
* Case Management
* Data Load
* Deal Registration
* Email Notification
* Integration
* Onboarding
* Opportunity
* Reporting

**Environment:** Salesforce Experience Cloud,Salesforce Sales Cloud, Salesforce Service Cloud, Boomi, Siebel.TFS, Jira, smartsheet, sharepoint

**Dell Federal Customer – Remote Aug 2019 – Jul 2021**

**Product Owner / Business Analyst**

**Title: DFN SFDC - CRM Data & Opportunity Management**

**Responsibilities:**

* Collaborate with BPLs to refine the backlog on a regular cadence as a Salesforce Product Owner
* Assisted in developing Project Scope, Business Requirements and Functional Requirements, discovery sessions with internal team and clients.
* Interacted with Various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Configured Master detail relationships, validation, formula fields, custom buttons to the custom objects.
* Highly skilled in customizing standard objects like Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Quotes, Campaigns and Orders
* Worked on Record types to fine-tune picklist values and display different page layouts, field dependencies, list views to display only necessary fields.
* Configured public groups and profiles to manage region and role specific Approval alerts.
* Led the Data integration and Data migration to create 1:1 mapping between Salesforce and other Accounts.
* Implemented Products, Contracts, Salesforce Field Services to streamline new installations and service requests.
* Implemented scheduling of sales agent appointments and filters on Service Requests based on geo location, nature of request, technical skills of the service engineer and availability of necessary parts/tools.
* Implemented custom notifications for the status of the sales core reps requests.
* Configured optimal data visibility and protection through Object level, Field level and Record level security.
* Led the Scoping, Gap Analysis, and Implementation by conducting JAD Sessions
* Developed Use Cases, Software Requirements Specifications (SRS) and UML flows.

**Environment:** Salesforce Experience Cloud,Salesforce Sales Cloud, Salesforce Service Cloud, Boomi, Siebel.TFS, Jira.

**Microsoft Corporation, Remote Apr 2018 - Aug 2019**

**Product Owner / Business Analyst**

**Title: Renewals**

**Responsibilities:**

* Collaborates and documents with CRM system developers to maintain, create, and update user roles, security, profiles, workflow rules, etc.
* Understanding of the Salesforce.Com Application
* Working directly with the Business Rep and SALES Rep.
* Working with CRM Admin, Architect, and Developer teammates involving customizations and configurations of SFDC objects, page layouts, workflows, document templates, data fields, reports and dashboards.
* Identifies and documents issues and risks in a timely manner and presents to PM for mitigation planning.
* Worked in a 20-member project team to help with requirements gathering, technical design and implementation of the required solution .
* Created users, profiles, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Created workflow actions for related tasks, time-triggered tasks, email alerts, field updates to implement business logic for Accounts, leads, opportunities and custom objects.
* Worked on Custom Object, Fields and customized Standard Objects like Opportunities, Cases, Accounts, and Contacts
* Implemented pick lists, dependent pick lists, lookups, junction objects, master-detail relationships.
* Responsible for working with management and end-users to create and manage complex workflow rules, data validation, triggers, and Lead management.

**Environment:** CRM Technologies

**People Prime Worldwide Pvt Ltd. Sep 2017 to Apr 2018**

**Product Owner / Business Analyst**

**Title: Salesforce Sales Cloud Automation**

**Responsibilities:**

* Gathering requirements from all the business development managers to guide the implementation end-to-end part of business analyst role.
* Preparing the schedules of all the modules involved in project.
* Executed all the tasks involved in project in all the modules using Agile Methodologies effectively basis schedule.
* Involved in lead configuration, Lead assignment configuration and Validations & workflow configuration for Lead Module implementation.
* Custom field creation, Page layout & record type setup, Email template configuration and Campaign ROI reporting for Campaign Management module
* Setup workflows configuration, Opportunity configuration and Validation & workflow setup for other modules.
* Involved in Role & security setup.
* Involved in Data migration of existing data to the Salesforce solution.
* Prepare and review the Test design documents.
* Work on smoke tests post deployment
* Involved in all the BDMs are trained with new solutions at entire company level.
* Involved in preparing various Reports (10 custom reports) and dashboards (4 dashboard components) for management for sales process clarity,
* Involved in UAT pre/post deployment.

**Environment:** Salesforce Sales Cloud Application.

**Microsoft Corporation. Nov 2013 to Dec 2015**

**Product Owner / Business Analyst**

**Title: CRM— ICMS (Vantage Point)**

**Responsibilities:**

* Requirements gathering from APAC business, documenting, and working with developers and testers for smooth working of projects.
* I work with team members in a collaborative manner to achieve common team objectives.
* Gathering and Documenting Business Requirements
* Solution Designing for the new Requirements.
* Weekly Calls for CR & Stories reviews and approvals
* Creating a Change Requests and User Stories
* UAT
* Collaborate closely with stakeholders in eliciting requirements and analyzing their current business processes in order to define and implement IT solutions that deliver value.
* Involved in gathering requirements from the client location (JLL, Singapore) and leading the workshops to understand the processes.
* Strong Experience in conducting client demos, knowledge transition sessions to identify and gather client requirements and define them into best possible solutions.
* Orchestrate backlog grooming, creating epics, components, and user stories.
* Guide the development teams to break down large and complex user stories into simplified versions for execution.
* Coordinates closely the project team and the client to ensure that the requirements are clear and concise for implementation.
* Perform gaps analysis whenever necessary to ensure that the system design functions and operates accordingly.
* Work closely with developers and develop test cases that are used for testing and UAT.
* Involved in planning and execution of all the tasks involved in project and ensure deliver all the assigned tasks according to ETAs.
* Stakeholder (LSP, MS and HCL) management
* Conducting Product health check weekly.
* Reviewing & understanding of Business Requirement Document, Functional Requirement
* Review all reports (Weekly & Monthly Newsletters etc.,) being prepared in project and ensure delivery as scheduled.
* Ensure the Trainings, Knowledge Transfer and Documentation on the process are up to date related this project.

**Environment**: SharePointVirtual Machines, SQL Server, VSTF, Product studio, LAP Tool. SharePoint, HTML, XML, OCMS, Zorin

**Microsoft Corporation, India/ Ireland Jun 2007- Nov 2013**

**Application Support Engineer, Test Lead, Project Lead/Client Business Lead**

**Title: MS Office Tools International**

**International Project Engineer Responsibilities:**

* Working closely with global cross functional teams at Microsoft and language service supply vendors to understand client priorities and business requirements.
* Facilitating knowledge transfer and providing direction, technical training, and support to the HCL team and external vendor teams
* Writing and maintaining high quality documentation centrally shared with client and vendor teams.
* Ensuring implementation and completion of all agreed deliverables on multiple simultaneously running projects

**Test Lead Responsibilities:**

* Central point of contact for all client requests to HCL which includes agreeing new client projects, identifying resources, scheduling, and managing client expectations.
* Work with Feature PMs & Developers to understand the planned features in the sprint.
* Prepare test schedule for the sprint and work with Test engineers to distribute the features to get them tested (i.e., converting requirements to User Stories and preparing test plan and Reviews of Test Plans, Test Cases)
* Represent the test team in SCRUM meetings, Feature Crew meetings and bug triage meetings.
* Prepare and review the Test design documents.
* Preparation of Weekly/Monthly status reports
* Provide support to Production.
* Support team with their features sign off.
* Work on smoke tests post deployment

**Stream (Project) Lead: Responsibilities**

* Managing Collaborative relationships with stakeholders/ISMs/Content Managers/Program Managers/Localization vendors and meeting their expectations.
* Collecting, Understanding, and analyzing the requirements to provide better/optimized solutions for the requirement.
* Estimating and planning the request taking priorities into consideration.
* Execution of all the tasks involved in support.
* Driving\Execution of Bug management.
* Monitored the work items that have been given by client and evenly distributed among the team to make sure ETA is met appropriately.
* Ensured the training, knowledge transfer and documentation on the process are up to date related to this project.
* Involved in identifying the automation requirements, analysis & implementation of these automations that reduce the manual work and improve the turnaround time.
* Involved in daily, weekly, and monthly meetings with client on the work progress.
* Review all reports being prepared for the project and ensure delivery as scheduled.

**Client Business coordinator/Lead**

* Involved in end-to-end process involving the content creation, handing off the content to localization, hand back of localized content, publish of the content to live site.
* Involved in taking the ownership of overall support process from client.
* Coordinated with various stake holders and offshore team on day-to-day issues.

**Environment:** Microsoft Office.com. SQL Server and CBT, Gopher, HB share, Product studio.