**Sashank Boorle** [sashank.b@gmail.com](mailto:sashank.b@gmail.com) | +91 9676 044 777

# **Professional Summary**

# A substantial 14 + years of overall IT/ITES experience with expertise in analyzing business requirements and business development in highly dynamic environments like Banking, CRM, Telecom (VoIP) and Operations management. Ability to work independently and highly recognized for excellent communication, people skills, and program/project management capability.

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# **Education**

# M.B.A (Human Resource Management) Andhra University, Andhra Pradesh, IN

# B. Tech (Electronics and Communication Engineering) JNTU, Andhra Pradesh, IN

# **Technical Training**

ITIL V3 Foundation Certified

Completed Business Analyst training from Center of Excellence for Professional Development, Hyderabad, IN

Pursued Digital Marketing and WordPress courses from Udemy

# **Technical Tools**

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| Languages | C#, HTML, PL/ SQL, UML 2.0 |
| Web Technologies | JavaScript, VBScript |
| RDBMS/ Database | MySQL, SQL Server |
| Design Patterns | Canvas, MS Visio |
| Content Management | WordPress, SharePoint |
| Operating System | Mac OS, Windows 10 |
| Development Methodologies | Agile Scrum |
| Project Management System | MS Projects |
| Service Automation | ServiceNow, Sugar CRM |
| Workforce Management | Ceipal Workforce |

# **Work Experience**

program Manager, Cerebra IT Services PVT LTD (Remote); february 2019- Till Date

Oversee different areas, such as operations, digital marketing, human resources, and legal affairs. Took strategic initiatives to accomplish key organizational goals and involved in employee engagement

Business consultant, Fit Meal services, Vizianagaram, IN; May 2016 – Jan 2019

Developed business plan to handle daily operations, sales & marketing, vendor management, customer service, and human resources

Process Developer- Business Analyst, Genpact, Hyderabad; June 2013– Jan 2016

Delivered ITSM solutions based on ITIL best practices which focus on people, process and technology. Played a vital role in keeping the stakeholders “on-board“ by providing regualar process updates

Technical Support Engineer, PanTerra Networks, Hyderabad, IN; December 2012 – March 2013

Handled Level 3 technical escalations and provided product support post deployment of the VoIP service. Collaborated with various departments to meet end-user expectations.

TsA, Dell International Services India, Hyderabad, IN; September 2010 – April 2012

Provided technical support for operational and maintenance of computer hardware/ software to end users

CSE, HSBC Data Processing India PVT Ltd, Vizag, IN; DECember 2005– August 2007

# Performed testing duties while creating rudimentary bug reports for programmers to investigate and repair. Review software thoroughly and ensured user experience matched project goals

**Projects Summary**

***Cerebra IT Services Pvt Ltd Feb 2019 – Till Date***  
**Role: Program Manager – Operations, Human Resource Management, Digital Marketing, Legal**

*Founded in 2004, Cerebra Consulting Inc is a System Integrator and IT Services Solution provider with a focus on Business Analytics, Cloud Solutions and Custom Application Development. Cerebra has partnered with leading enterprise software companies and cloud providers such as Oracle, Salesforce, Amazon and able to leverage these partner relationships to deliver high-quality end-to-end customer solutions.*

##### Role and Contribution

* Defining process, preparing flowcharts, documentation, creating artifacts and standardizing templates
* Decking up the knowledge base to include best practices and lessons learnt from past assignments to help organization work with higher efficiency and effectiveness
* Track and report on all project resources and develop periodic reports to reflect individual performance and publicizing the teams progress to make sure they are highly visible to the Leadership
* Helped the teams in identifying the action items for process improvements and recommend changes from retrospective meetings
* Communicate business results, operational analyses and other information developed and/or received to relevant stakeholders, championed appropriate changes throughout the group
* Collaborate with the Leadership in setting and driving the organizational vision, operational strategy, and hiring needs
* Oversee company operations and employee engagement, building a highly inclusive culture ensuring employees thrive and organizational outcomes are met
* Driving the company’s operating capabilities to surpass employee satisfaction and retention, and company goals
* Develop actionable business strategies and plans that ensure alignment with short-term and long-term objectives developed in tandem with the CEO

***Fit Meal Services Feb 2016 – Jan 2019***  
**Role:** **Business Consultant – Sales & Marketing, Operations, Human Resource, Vendor management**

*A food-based startup delivering diet food to the fitness enthusiasts at their doorstep on a monthly subscription basis. Fit Meal operated as a cloud-kitchen business model which is different from other food tech businesses currently operating.*

##### Role and Contribution

* Headed marketing to build awareness of the product and target the potential customers
* Handled sales by reaching out to the prospective customers and taking up the prodcut ownership while keeping the business goals intact
* Oversee vendor management for sourcing the materials and constantly being up to date with the market trends to match customer liking
* Daily operations includcing but not limited to supply-chain, logistics, resource management etcetra
* Gather feedback from the subscribers to provide an exempelary customer service with the focus on quality and quantity
* Developed sales & marketing strategy to constantly improve the user experience and operational excellence

***GENPACT June 2013 – Jan 2016***  
**Role:** **Process Developer- Business Analyst**

*Genpact is a multinational business process outsourcing and information technology services company and I had a lead role in business and process transformation for key clientele.*

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| **Project: One GE** | |
| **Client:** | **General Electric** |

##### Project Description

*GE (General Electric*) *is the American multinational conglomerate founded by Thomas Alva Edison in 1892.*

*Project OneGE is about providing IT services for end-user computing for the employees across its four key divisions.*

##### Role and Contribution

* Analyzed business requirements, documented user stories, coordinated with Scrum master, development teams and client representatives in daily Scrums and reviews to ensure traceability from requirement to delivered functionality in code or integrations.
* Helped deliver ITSM solutions based on ITIL best practices while handling business process reengineering to reduce redundant processes
* Provided timely updates on Processes, Policies, and Procedures including Standard Operating Procedures (SOP) to Process Owners and stakeholders.
* Coordinated with application management, application development, technology services divisions and business stakeholders in problem solving.
* Documented and maintained operational policies and procedures, with detailed process flows.
* Lead process enhancement projects, as Subject Matter Expert (SME) for ITIL Service operational areas and major projects.

***Panterra Networks Dec 2012 - March 2013***  
**Role:** **Tech Support Engineer- Business Analyst**

*PanTerra Networks is a leading provider of managed IT services for mid-market enterprises (MME).*

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| **Project: WorldSmart**  **Client: In-house** |

##### Project Description

*The WorldSmart service provides unified communications, storage and mobility services delivered from the cloud through a browser-based UC client.*

##### Role and Contribution

* Having had thorough understanding of the business domain, and ability to communicate in clear and concise manner with the stakeholders and internal support teams, managed to distill precise and comprehensive requirement specifications using Scrum agile methodology.
* Overseen conception, background research, and requirements documentation and presentation through effective interfacing with development and QA teams.
* Associated with NOC engineering team to capture live packet data from the network interface and verified protocol information to ensure optimum voice quality.
* Collaborated with the production team to validate traceability references and to facilitate releases.

***Dell International Services Pvt Ltd Sep 2010 – April 2012***

**Role:** **Technical Support Associate**

##### Role and Contribution

* Provided technical support for operational and maintenance of personal computers and peripherals using available tools over phone
* Guided clients troubleshoot on call and identify products that have problems and issue service calls in accordance with warranty
* Log and sufficiently document all contacts with customers in designated tools
* Handled the team in the absence of Support Specialist providing resolution support and holding the responsibility of the Teams performance
* Acted as a Depot dispatch SME and guided the new recruits in the usage of the various tools for different procedures
* A heat-check specialist to confirm customer satisfaction and the overall customer experience
* Conducted Review Meetings/KT sessions within the Team

***HSBC Data Processing India Ltd, Vizag Dec 2005 – Aug 2007***  
**Role: Customer Support Executive** - **IT Analyst**

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| **Project: HSBC Customizations**  **Client: In-house (HSBC-HDPI)** |

##### Project Description

*HSBC's Customizations were incorporated for HSBC Standard Branding, UI Interfaces, Silent Authentication and Notifications for their online portals covering over 9,700 offices in 77 countries and territories in Europe, the Asia- Pacific region, the Americas, the Middle East and Africa*

##### Role and Contribution:

* Assisted Senior Business Analysts, Project Managers and Technical Architects during Project Planning and implementation phases.
* Written test-plans, test scenarios and lead the defect triaging process along with QA engineers.
* Worked with development team to fix the defect by providing business knowledge as a SME.
* Interacted with business users during the User Acceptance Test (UAT) to ensure that the system functionalities comply with Functional Specification Document.
* Coordinated Installation, implementation and training sessions.
* Ensured successful roll-out and training to all teams and key stakeholders (Deployment, Technical Support and Change Implementation).
* Involved in preparing org chart, process flow diagrams, department wise functional roles and responsibilities and necessary templates to help formulate project reporting plans and schedules.

# **Volunteer Experience**

# Member of Rotary International

# Member of Masonic Lodge

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# **Other Details**

Nationality: Indian

Languages: English (Business Proficiency)

References: Will be provided upon request

Hobbies & Interests: Swimming, Fitness and Travelling