

PRAVEEN RANGINENI

SOLUTION ARCHITECT



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PROFILE

As an experienced and highly driven leader and solution architect, I am committed to delivering customer excellence. I have extensive experience in working with various SAP solutions, including CRM, Sales and Distribution, Master Data Management. As a skilled agile practitioner, I am adept at navigating all aspects of the software development process, taking pride in delivering high-quality outcomes. I am always willing to take on added responsibility to ensure success, even in the most challenging situations.

SKILLS

- Customer Relationship Management (SAP, Salesforce, Microsoft)
- SAP Enterprise Resource planning
- Order to Cash
- Integration design (Azure API management, Azure Service Bus)
- Event driven architecture
- Various SAP modules such as CRM, SD, Masterdata.
- Agile methodologies

EXPERIENCE

SOLUTION ARCHITECT - GUEST EXPERIENCE

Max Burgers

2023-Present

- Responsible architect for all guest-facing IT solutions, including the Mobile app and Kiosks.
- Tasked with aligning these solutions with the target enterprise architecture.
- Facilitate integrations between Point of Sale (POS), SAP, and customer-facing digital channels.
- Currently involved in implementing a new customer loyalty solution that integrates with the existing tech stack (SAP, E-Commerce) to enhance and encourage repeat patronage.

EDUCATION

PG DIPLOMA IN BUSINESS STUDIES (IT)

Dublin Business School
2001-2002

MASTERS IN BUSINESS ADMINISTRATION

Osmania University
1998-2000

SOLUTION ARCHITECT - CUSTOMER APPLICATIONS

Dometic Group
2023

- Responsible architect for Salesforce service and marketing cloud for E-commerce
- Integration design with CRM, ERP and E-commerce
- APIs for marketplace integration

PASSIONATE ABOUT

- Working in an agile setup where I can contribute for product's success
- Explore new territories with uncertainty and find reasonable technical solution
- Serve as a servant leader and help the team grow
- A good work life balance and spend time with my children sport activities

CERTIFICATIONS

- SAP BTP in a nutshell
- Azure cloud fundamentals
- Product Management- Building a product road-map
- Azure AI fundamentals
- Event driven architecture with Azure service bus
- SAP CRM certification

SOFTWARE ENGINEER/COMPETENCE LEAD

H&M

2020-2022

- Designing and maintaining technical integrations for H&M post-purchase communications, voice, and chatbot.
- Data integrations from backend systems through APIs and event-driven integrations and present it to customers in a user-friendly manner.
- Collaborated closely with data analysts, UX designers, and fellow engineers, and contributed to the product strategy and roadmap as a proxy product owner to ensure the product's success
- Maintain and prioritize product backlog

E-COMMERCE SOLUTION ARCHITECT

H&M

2019-2020

- Responsible solution architect for H&M new business online order-to-cash process
- Storefront integrations with content management and SAP back-end
- Hybris (E-Commerce) configurations
- Collaborating with requirement specifiers, data analysts, product owners to find the best solution for customer needs

SAP APPLICATION SOLUTION RESPONSIBLE

H&M

2017-2019

- CRM solution responsible for case management, staff discount
- Technical solution for GDPR for secured customer master data

SAP APPLICATION EXPERT CRM

H&M

2016-2017

- Application Expert for customer service, Customer loyalty and staff discount solutions built on SAP platform.

SAP CRM CONSULTANT

iStone

2015-2016

- SAP CRM consultant for Marketing, Sales and service

SAP CRM CONSULTANT

EVERY Consulting

2011-2015

- SAP CRM consultant for CRM Sales, Service and Interaction center for customer service

SAP CRM SOLUTION CONSULTANT

SAP Svenska AB

2008-2011

- SAP CRM consultant to implement CRM solution for customers in retail