**ABHIJIT GHOSH**

972.476.0394**;** [abhighs@gmail.com](mailto:abhighs@gmail.com) Dallas, TX; <https://www.linkedin.com/in/abhighs>

## Solution Architect Salesforce.com

* High-performance management professional with 11+ years of IT experience and a demonstrated record of planning and execution of many large scale (multi-million dollar) CRM implementations (08 country, 5000+users); complex, customized data warehousing and business analytic; resource management to drive bottom line results, sales growth
* 06+ years of experience with Salesforce.com configuration and custom development experience in Sales cloud, Service cloud, Veeva, Service Max, Coveo Search Engine, Aptus
* 05+years of experience in Siebel Applications Siebel Call Center, Siebel Sales (Siebel 7.7/ 7.8/ 8.1) with hands on experience of Siebel Configuration (Tables, BCs, BOs, Applets, Views, Screens etc.)
* Sound knowledge in CTI (Computer Telephony Integration) and KCS (Knowledge Center Support)
* Greatly skilled in SFDC Lead to Order process, Web Services integration, Development using Apex, Visual workflows, Visual Force, Data Management, Data Analysis, Apex Triggers, Apex Class
* Managed Salesforce.com administrative tasks; configured users, roles and profiles, page layouts, workflow rules, email services, reports and dashboards.
* Designed Custom Fields, Approval Process, Validation Rules, Field Dependencies, Formula Fields, Trigger Rules and Workflow processes.
* Configured Security Controls and Settings which include Organization wide defaults, User Security Permission, Object, Field and Record-Level Security settings.
* Proficient in developing Visual Force Pages, using Standard controller, Custom controller and Controller extensions.
* Substantial exposure in integrating multiple applications on diverse technology platforms (SAP, Siebel, JDE, AS400, PeopleSoft, JAVA and Drupal based Portal, MS Excel, MS access, MS SharePoint) using ETL tools - Informatica, SOAP/ REST based Web Service, Webmethods, Oracle Fusion, Cast Iron, SSIS, Boomi, SnapLogic
* Solid experience in Informatica Cloud MDM and Siebel UCM solution design, data analysis, data profiling, data governance standards
* Helped practice to build reusable assets for use in future projects.
* Support presales activities that includes effort estimation, proposal development
* Experience with Gap Analysis & Salesforce.com Road Map creation
* Working knowledge in COGNOS, OBIEE, Business Objects and Tableau BI tools
* Extensive working experience in highly regulated system compiling with issues impacting IT, GXP, Computer Systems Validation, SOX, Privacy, PCI, Security and Risk, Aggregate Spend Management

## EDUCATION & CERTIFICATIONS

|  |
| --- |
| * MBA – Information Technology (SCMHRD, Pune, Top 15 MBA College in India) * Bachelor of Engineering–Electrical & Electronics (N.I.T.K Surathkal, Top 10 Engineering College in India) * Cognizant Certified Siebel 8.0 consultant * Attended instructor led Service Max Administration 101 classroom training * Salesforce.com Certified Administrator (ADM-201), Salesforce.com Certified Developer (DEV 401), Salesforce.com Certified Sales Cloud Consultant * Aptus certified ‘Quote-2-Cash’ professional  PROFESSIONAL EXPERIENCE: BMC Software Inc. ([www.bmc.com](http://www.bmc.com)) Feb, 2015- Current **Project:** Develop best in ClassSalesforce.com Service Cloud based Customer Service Management  **Technology**:Salesforce.com Service Cloud, Coveo Search, Liveagent, Cloud based Customer Survey, JIRA, Informatica Power Center, Tableau, Business Objects, Webmethods, Snaplogic  **Geography and User Base**: **15** Countries, 06+ organizations, 1000+ users  **Role:** Salesforce.com (SFDC) Solution Lead   * Responsible for overall solution design including all SFDC components, integration and reporting * Present architecture options and recommendations - including configuration vs. customization * Provide advice on best practices and approaches to technology teams and internal business clients * Resolve enterprise issues related to IT architecture * Work with infrastructure teams to develop solutions * Lead development teams to deliver full lifecycle SFDC implementations from inception to roll-out, including code reviews * Perform gap analysis between SFDC capabilities and client requirements * Write comprehensive design specifications (functional specifications and solution/technical design document) * Assist in developing data movement strategies and implementing data cleansing/data quality tools * Work with IT and Product teams to identify and define the business needs and the solution to fulfil the requirements * Gather functional requirements, conduct analysis, and establish metrics for success * Assist in analysing SFDC plug-ins and add-ons * Interface with SFDC technical SME’s * Determine and enforce exit criteria through the different development phases * Design migration and data integration(16 system with 100+ integration points) strategies with teams |

## PROFESSIONAL EXPERIENCE: Cognizant Technology Solutions ([www.cognizant.com](http://www.cognizant.com)) Dec, 08 – Feb, 15

**Project:** Salesforce.com Service Cloud based Customer Service Management, regulatory reporting system for a global medical devices company

**Technology**:ServiceMax, Salesforce.com, Informatica Power Center, Informatica Cloud, iOS App, Oracle Fusion Middleware, OBIEE, CTI (Genesys)

**Geography and User Base**:44 Countries, 17+ organizations, 5000+ users, 06 languages

**Role:** Solution Architect Jul, 2014 – Jan, 2015

* Created detailed implementation roadmap for the solution, including timeline and onboarding
* Developed a comprehensive costing model that includes developing the technology solution and onboarding 17+ organizations over a period of 4+ years
* Defined best-in-class complaints & service management process
* Defined best-in-class CTI integration (Voice, Email and Chat) process by driving story writing sessions with business users
* Analyzed 60+ legacy and boundary systems to define a to-be Global Customer Service solution architecture based on Salesforce.com Service Cloud and ServiceMax
* Designed key technical components of the Salesforce.com solution & own the end to end technical solution.
* Participated in design sessions with the business & IT teams to provide various design alternative
* Ensured the Salesforce.com technical design aligns to overall enterprise architecture of the client & scales with it in the near future
* Defined technical best practices for the implementation
* Provided the Architecture/ high level design documents
* Performed code reviews & ensure adherence to best practices
* Evaluated possible application performance bottle necks at early stages of the implementation & recommend remedial measures.
* Identified any application/code security issues & recommend remedial measures

.**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Project:** Salesforce.com VEEVA Interface Development and Data Support for Leading Pharmaceutical Company

**Technology**:VEEVA, Salesforce.com, Informatica Power Center, Informatica Cloud, Apex Data Loader

**Geography and User Base**:US, Canada with user base 2000+

**Role:** Architect Jan, 2014 - Jun, 2014

* Responsible for the successful integration of the VEEVA application with legacy Siebel CRM, Medical enquiry and SAP MDM customer master system, as well as for alignment of SFDC data into various downstream systems and processes.
* Responsible for definition, discovery, analysis, and documentation of business requirements, as well as project management and execution
* Enabled data integration for VInsights (Veeva reporting system) for Rx and formulary data

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Project:** Salesforce.com VEEVA CRM Implementation & Integration to manage Opinion Leaders Leading Eye Care Company

**Technology**:VEEVA, Salesforce.com, Informatica Cloud, Informatica Cloud MDM

**Geography and User Base**:US, Canada, Latin America with user base 300+

**Role:** Project Leadcum Architect Jan, 2013 – Dec, 2013

* Delivered Veeva CRM for managing Key Opinion Leaders (KOL) both on time and on budget, covering the entire software development life cycle from concept to delivery to training. Worked closely with sales management to scope and estimate
* Integrated with US Customer master and Latin America Data Mart for fetching HCO & HCPs information
* Integrated with PeopleSoft HR system for Creation / modification of Regional Medial Liaison (RML) users
* Integrated with Operation Data Store (ODS) for downstream system use of VEEVA data
* Developed Informatica MDM for customer data to eliminate data redundancy by establishing data standards, metadata definitions, auto-merge rules, and conducted in-person training

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Project:** Develop Global HCP Payments Solutionfor World Class Medical Device Company

**Technology**:Force.com, force.com Application Exchange; Docusign (eSignature), CC Scan (Barcode and Image scanning) and Conga Composer (Contract Generation), Siebel UCM, Informatica

**Role:** Project Lead Jan, 2012 – Dec, 2012

* Responsible for business requirements document and analyzed as-is and to-be business processes
* Defined interface requirements with Siebel UCM, SAP and other systems
* Created SOP for amendment of HCP Master data in Siebel UCM
* Created wireframe for Mobile usage by the field force via an iPad

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Client:** An American multinational medical devices, pharmaceutical and consumer packaged goods manufacturer

**Technology**:Force.com, Siebel 7.7, Informatica Cloud, WebSphere Cast Iron, Siebel UCM

**Role:** Lead Developer / Architect Oct, 2009 – Dec, 2011

* Started this project with 07 consultants and ramped up to 60+ consultants in 2 years, while maintaining very high client/employee satisfaction and profitability. It was awarded Project of the year award for 2011 and presented as case study in oracle open world, San Francisco, 2011
* Developed a global IT platform to integrate sales and marketing operations to deliver ‘best in class’ service to its customers (Health Care Professionals). This IT platform includes Siebel CRM application integrating with multiple internal applications, Force.com platform based portals for HCP as well as a backend portal for usage by internal sales force to have 360 degree view of customers and manage daily activities like call operations, sales training, campaign management, digital asset management, email marketing, event registration and management reporting
* Led global deployment of application in 15 countries across 10 operating companies for 5000+ users
* Assisted Product Owners and Scrum Masters on release planning activities and prioritizing backlog
* Managed global deployment of portals on iPad ensuring sales force effectiveness
* Developed Customer Master Data Management system to eliminate data redundancy by establishing data standards, metadata definitions and creating SOP for data stewards

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Client:** A pharmaceutical company headquartered in Germany

**Role:** Project Lead Dec, 2008 – Sep, 2009

* Two totally different companies merged and were undecided on a common CRM strategy. They needed to consolidate sales and make effective sales pitches to their customers. The operations of the merged entity were in over 08 countries. The project was executed in 4 phases. The project involved harmonizing sales processes, designing, developing, testing and deploying sales force automation (SFA) and analytic (BI) applications followed by end user trainings

## PROFESSIONAL EXPERIENCE:

## CSC ([www.csc.com](http://www.csc.com)) Position: Lead Business Analyst Apr, 07 - Nov, 08

## Aditi Technologies ([www.aditi.com](file:///C:\Users\user\AppData\Local\Microsoft\www.aditi.com)) Position: CRM Consultant Feb, 06 - Sep, 06

## Schindler Elevator Corp. ([www.schindler.com](file:///C:\Users\user\AppData\Local\Microsoft\www.schindler.com)) Position: Project Manager – Field Operations Jul, 03 – Jun, 05