**RAVI KUMAR PATNALA**

419-420-4574 / [pat.ravik@gmail.com](mailto:pat.ravik@gmail.com)

<https://www.linkedin.com/in/ravi-patnala-0694023a/>

**SUMMARY**

* As a technology leader with a strategic and process-driven approach, I possess 18 years of experience in serving as a Functional and System Integration lead for SAP, non-SAP, eCommerce, and CRM platforms, with a keen focus on enhancing the overall Customer experience
* I am knowledgeable in all B2B Commerce-related business processes, including order to cash, billing, shipping, and logistics
* I am experienced in integrating SAP Commerce with ECC, Salesforce and other non-SAP systems using BODS, PI, Datahub
* I have a strong understanding of SAP CPQ, Datahub integration, master data enrichment, data model definition for both master and transactional data, designing custom Hybris Types, Solr search
* I configured Hybris Backoffice, Product Cockpit and have development background in Java, Java Script, SQL. Worked closely with UI/UX designers
* I have experience managing multiple projects concurrently. Furthermore, I excel as a collaborative team player and am capable of mentoring others effectively

**EDUCATION**

* Bachelor of Engineering in Electrical and Electronics Engineering, Biju Patnaik technical university, Odisha, India

**SKILLS**

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| --- | --- |
| eCommerce Platforms | SAP Commerce/Hybris and Web channel |
| Cloud/Data Analytics | AWS Data Lake, Redshift, Spectrum, Athena, Lambda, Power BI, SQL, Python |
| ERP/CRM Systems | SAP ECC and CRM, Salesforce |
| Business Analysis Skills | Blue Printing, Requirements Analysis/Gathering, Functional Design |
| Web Technologies | Java, J2EE, SAP Enterprise Portal, jQuery |

**EXPERIENCE**

**Feb ’22 – Current** *Functional lead,* **Apple, Austin, TX**

As a Functional expert in SAP Commerce, I led 3 critical projects so far at Apple in B2B eCommerce space

**Project 1:** Expand B2B eCommerce Application to Brazil with features like the ability to browse Products, create Sales Orders, Return requests, check Order and Billing status

**Project 2:** Enable End-of-Life (EOL) Products on B2B eCommerce Store based on Customer and Product criteria

**Project 3:** Implement PII Data Compliance in B2B eCommerce Application by scrubbing all the PII data from transactions older than 5 years

**RESPONSIBILITIES:**

* Cultivate a robust rapport with the Business and IT leadership teams and ensure the realization of their Vision for the project
* Lead a team of 4-6 functional and technical resources
* Refine Product features based on the feedback from stakeholders
* Present System Demos to both Business and IT leadership
* Drive requirement gathering, gap analysis, functional design, user story definition, QA, PT, RT, cutover and go-live
* Manage cross-functional coordination with multiple teams like Pricing, ECC, Dev ops, Finance. Draft and review User stories
* Work closely with Technical & Solution Architects on solution design and act as a liaison between Biz and technical teams
* Manage project risks related to overall solution and eﬀort
* Summarize weekly project status and share with Biz and IT leaders

**ACHIEVEMENTS:**

* Combining my deep understanding of business requirements and experience in Agile/Scrum methodology, I was able to breakdown the entire scope of project into smaller executable Sprints that fit into overall timeline. This allowed more time for functional and QA teams to perform multiple test cycles which resulted in minimal defects in UAT and zero defects in Production.
* With my strong experience in SAP Commerce, I was able to perform a comprehensive analysis to identify all relevant PII fields for scrubbing by working with legal and privacy teams which made Apple’s B2B store 100% PII Data Compliant

**Environment:** SAP Commerce, Data Hub, SAP ECC, SAP CPQ

**Jul ’17 – Feb ‘22** *Ecommerce Product Owner,* **Gerdau, Tampa, FL**

Gerdau is the largest producer of long steel in the Americas, with steel mills in United States, Canada, Brazil, Mexico, and other SA countries

I worked on multiple projects for Gerdau as eCommerce Product Owner and Functional lead. While the majority of my work at Gerdau was in the eCommerce space, I also had the opportunity to drive Digital Transformation and Data analytics related projects. I got an opportunity to work directly with the CTO of the company and played a significant role in building the "Data Driven Movement" within the organization.

**Project 1:** B2B eCommerce Implementation for North America based on SAP Hybris platform. The objective of this project is to analyze existing B2B eCommerce solutions and build a more robust, scalable, and sophisticated eCommerce Portal using SAP Hybris

**Project 2:** Roll out B2B eCommerce storefront to LATAM countries with localization, country specific content and product catalog management

**Project 3:** Nudge - It’s a Digital transformation project with the objective to automate “overdue invoice follow-up” business process. Identify soon to be overdue invoices and generate automated email reminders to the customers

**Project 4:** Migrate Profitability Analysis Report from legacy SAP BI to AWS Cloud

**Project 5:** Build Customer Fact Sheet in Salesforce CRM for Outside Sales Reps. Objective of this project is to provide Outside Sales Reps with online Customer Fact Sheets with latest Order History, Open Invoices, Returns, Active and upcoming Contracts for the Accounts they are responsible for

**ACHIEVEMENTS:**

* Successfully led end to end Full Life Cycle B2B eCommerce implementation from Scoping through Delivery
* Facilitated customer focus group sessions aimed at gaining a deeper understanding of the Customer Journey within the eCommerce domain which served as main input to overall scope of the project
* Worked directly with Sales and Marketing Directors to understand their vision for B2B eCommerce strategy at the organization
* As a pilot project, successfully migrated a critical SAP BI report into AWS Cloud which served as a template for all future migrations of critical reports to AWS
* Played a crucial role in leading Data Driven Movement by conducting Meetups and learning sessions to identify Data champions from across the organization

**Environment:** SAP Hybris, Salesforce, MuleSoft, AWS Redshift, Power BI

**Jun ’05 – Jul ‘17** *SAP Hybris Consultant,* **Accenture, Houston, TX and Bangalore, India**

I started my professional career with Accenture in 2005. Throughout my tenure at Accenture, I advanced from the position of Software Developer to eventually assume the responsibilities of Delivery Manager. I delivered multiple ends to end CRM and eCommerce projects for clients like Shell Oil, BP, Cooper Tires, Chase, United Health

**Environment:** SAP Enterprise Portal, SAP CRM Web Channel, SAP Hybris, Salesforce