**santosh gaddanapalli**

**E-Mail:** santoshgaddanapalli@gmail.com| **Phone:** +919885944475

An **enthusiastic & high energy driven** professional, targeting assignments in **Data Quality & Management** for

**Sales & Marketing functions**

**Location Preference:** Hyderabad

**profilesummry24x24iconsPROFILE SUMMARY**

**Six Sigma Green Belt – Certified by TÜV SÜD South Asia**

**Agile Scrum Master – Certified**

**ISO 27001:2005 (Security Awareness & Implementation Program)**

* Result-oriented professional **offering nearly 13 years** of experience in the field of data enrichment, data quality management and insights
* Currently associated with **Pegasystems (PEGA) as a Competency Lead – Data CoE**
* Previously worked with **Shore Group Associates (SHORE)** as a **Senior Manager – Data Enrichment & Management**
* **Engaged, Identified**, **implemented, and integrated data solutions**, from data ingestion and adjustment / cleaning to storage, analysis and interpretation layers
* **Collaborated with Marketing & Sales functions** to provide insightful knowledge on Core Business Processes (Current State, Future State) and periodically connect with CMO & GTM leadership to **propose & implement** data-driven solutions
* **Contributed at a senior level to data preparation** by providing direction to implement a robust, extensible design that supports key business flows for **Customers & Stakeholders**
* **Provided appropriate standards for review, update, and creation of master data records** across disparate systems to provide uniform definitions of key data components to **end users**.
* **Successfully worked** on SQL server to analyze **Contact/Lead Engagement**, **Contact Reachability Index & Contact Intensity models** to drive Business decisions
* **Provided insights** to Sales & Marketing teams through **Contact Whitespace Analysis** for Greenfield Accounts to **enable GTM Strategy**
* **Implemented** various data change tracking mechanisms such as **Attribute Audit Model** to drive data integrity practices across the organization
* **Collaborated** with external data vendors such as Hoovers & Zoominfo for **API connections** to improve **Contact Data Enrichment & Completeness**
* Significantly **enhanced the quality, reliability and understanding of data sources** and ensured consistency and integration across different data sources
* **Proactive** identification of **vulnerabilities** that could potentially **breach** the **data security & GDPR policies** and provide data fixes
* Ensured that the **team priorities are aligned with strategic objectives** in business
* **Worked closely with business and technical stakeholders** including heads of product, engineering and design **end to end projects**
* Successfully **led teams technically in the delivery of identified user stories** and the playback of sprints with show & tell sessions to the business

**Certification24x24iconsCORE COMPETENCIES**

* Data Management
* Contact/Customer Hierarchy Management
* Process Implementation & Management
* ETL Loads/Batch Uploads
* Stakeholder Management
* Data Quality Assurance (Completeness & Accuracy)
* Digital Transformations
* Data Insights
* Process Improvement Initiatives
* Project Management (Agile)
* Cross-functional Coordination

**Training-Attended24x24iconsWORK EXPERIENCE**

**Apr’19-Present: Pegasystems India Pvt, Ltd as Competency Lead – Data CoE**

**Process:** Business Intelligence

**Key Result Areas:**

* Coordinating wit Business stakeholders to understand the immediate focus areas and deliver the results & insights in time
* Working closely with contacts creation team & customer hierarchy management team to support data needs for Sales, Marketing & Finance functions of Pega
* Drive data completeness and accuracy of the contacts/customers data through enrichment and periodic stored procedures schedules
* Drive & monitor data stewardship processes & data validation checks to ensure data integrity
* Transform Master Data Management of Customer data & hierarchy to homegrown tool by liasoning with Development team
* Work with team very closely for delivery excellence, technology, stakeholder success, process improvements and collaboration.
* Establishing scalable, efficient, automated processes for large scale data analysis, model development, model validation and model implementation
* Ensuring Business Stakeholders are aware of the progress through Executive connects with performance metrics, gaps & challenges
* Ensure dissemination of process, policies, performance and quality expectations
* Ensures timeliness, accuracy, productivity and coverage of the team, improving the same on continuous basis
* Planned & implemented effective and efficient workload distribution encompassing all units in the team
* Administered Sprint Planning & Scrum Teams

**May’08 – April 19: Shore Infotech India Pvt. Ltd as Senior Manager – Data Management**

**Process:** Research, Content & Collection for (**IHS Markit**) **S&P 500**

**Growth Path:**

**May’08-May’09:** Research Analyst – Data Enrichment

**Apr’09-August’15:** Senior Data Analyst- Data Management

**Sep’15-Sep’18:** Manager – Data Management

**Oct’18-Apr’19: Senior Manager – Data Management**

**Highlights:**

* Responsible for innovating and delivering the business insights, ensuring timely delivery, quality and showcasing value to the Customer.
* Demonstrated a sense of ownership to plan, execute and drive the Delivery excellence and Customer success through collaborative environment.
* Drive efficiency, productivity from the team, new approaches, and critical thinking for Customer success.
* Drive data remediation & RCA implementation
* Created data quality & projects delivery strategy and roadmap with business stakeholders & customers.
* Analyzed business problems by working with cross-functional teams comprised of financial research analysts, data architects, team leaders and project coordinators.
* Prepare and execute the action plan(s) to address identified issues from customer satisfaction surveys.
* Attend and represent team in Customer meetings and IHS Markit events as needed
* Defined and implemented processes across multiple data layers which help in streamlining the functioning of the project
* Collaborate with cross-functional business on various organization level initiatives.
* Responsible for thought and delivery leadership

**education24x24iconsACADEMIC DETAILS**

* **MBA** from Osmania University
* **B.Com and Computers** from Osmania University

**careertimeline24x24iconsPERSONAL DETAILS**

**Date of Birth:**15th January 1986

**Marital Status:** Married

**Languages Known:** English, Hindi &Telugu

**Address:**13-144, Chanukyapuri Colony, Mallapur – 500090

**Passport Number:** T9937482

**Visa Status:** Active B1 VISA