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VASU JAGADEESAN

PROFESSIONAL SUMMARY

Rich background in technology leadership, with expertise across CRM, AI/ML, and Analytics in both on-prem and cloud environments. Global technology consulting and enterprise software strategy experience working with leading product companies and global systems integrators in North America and India. Proficient in product management, practice management, technology consulting, program management, customer success, and account management, Passionate builder and people leader, having built and led large global enterprise software practices. Global experience with clients across the US, Europe, and Asia. Strong leader, team player, communicator, and technology evangelist.

SKILLS

- AI/ML
- CRM, ERP, HCM
- SaaS, PaaS
- Business Analytics

- Product Management
- Practice Management
- Program Management
- Account Management

- Cloud Modernization
- Customer Success
- Digital Transformation
- Technology Consulting

KEY HIGHLIGHTS

At a world-leading company in eCommerce, cloud computing, and digital streaming, defined the next generation employee support platform powered by AI/ML and Analytics, and was responsible for defining the product vision and roadmap. Led the Go-to-Market (GTM) activities for the launch of an AI powered proactive risk discovery tool across the organization. Responsible for establishing the product vision for a sustainability product, including building a proof-of-concept. The product leverages computer vision object detection and machine learning to provide recommendations for optimizing cloud architecture for software products, leading to a reduction in carbon footprint.

Led the ideation and development of a preventive care application within the payer domain, leveraging the Salesforce Platform as a Service capabilities. Collaborated with an industry leader in the payer space to launch the product. The product was launched on an ambitious timeline of 12 months for the charter customer and subsequently released as a standalone product on the Salesforce AppExchange.

Led a complex and challenging deployment of Salesforce Service Cloud and Communities for a prominent US DTH Satellite Service Provider. The project involved significant customizations, numerous integrations and supported 20,000 users. The scope included building an Android Field Service application for over 8,000 field service technicians. The project had a high degree of complexity due to user volumes and integrations. At peak, the development team had 100+ members with an 80:20 offshore-on-site ratio.

At a leading healthcare company in the payer space, spearheaded a comprehensive customer transformation journey. This involved the deployment of Salesforce's Sales Cloud, Service Cloud and Customer Communities. Provided guidance to the client in setting up a Salesforce Centre of Excellence to ensure adherence to best practices. This complex, $10 million project employed a hybrid agile delivery model with distributed on-site and offshore delivery teams.

For a US midsize enterprise software consulting company focused on Oracle and Salesforce technologies, established and scaled the consulting practice at offshore in India from 0 to 100+ consultants and an annual revenue run rate of $5 million+ USD per year, servicing clients in North America, India and the Middle East. Responsible for country P&L, business development, practice management, delivery management and alliances.

Co-founded and bootstrapped an education start-up in India to build world class digital content for middle schools. Hired teachers and educators to build world class digital content for science, math, history and geography with a focus on making learning engaging and interactive.

WORK HISTORY

Responsibilities across these positions have spanned product management, program management, account management, practice management, business development, alliances, customer success, and IT strategy consulting.

INDEPENDENT CONSULTANT 07/2023 to present

PRINCIPAL PRODUCT MANAGER 04/2021 to 06/2023
Amazon

CLIENT PARTNER FINANCIAL SERVICES 06/2020 to 03/2021
Appirio

SALESFORCE PRACTICE LEAD / VP 05/2019 to 05/2020
Jade Global

CLIENT DELIVERY LEAD 05/2017 to 03/2019
Incedo Inc

SENIOR PRINCIPAL, SALESFORCE PRACTICE 10/2014 to 04/2017
Infosys

VICE PRESIDENT 03/2010 to 09/2014
eVerge Group

DIRECTOR 08/2006 to 02/2010
Oracle Corporation

CO-FOUNDER OF EDUCATION STARTUP 03/2006 to 01/2008
EShreshta, Bangalore, India

EDUCATION

University of Dallas, Irving, TX, USA
MBA, Finance

University of Manitoba, Winnipeg, Manitoba, Canada, Canada B.S,
Applied Mathematics

CERTIFICATIONS

Databricks: Databricks Lakehouse Fundamentals, Generative AI Fundmentals
ELVTR: Product Management for AI and ML
Salesforce: Certified Administrator, Platform App Builder, Service Cloud Consultant, Sales Cloud
Consultant, Platform Developer 1
Coursera: Python for Everybody Specialization – University of Michigan
Apptus: Contract Lifecycle Management **(CLM)**
Gainsight: Customer Success Manager – Certified Professional,
Customer Success Manager – Advanced Certified Professional
Scrum Alliance: Certified Scrum Master (Expired March 2021)
nCino: Business Value Certificatio