




Dr. Dheeraj Panday

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Career Summary

Product Manager and Salesforce PSA Consultant with 18+ years of experience spanning Product Management, Consulting, QA, and Data Analysis. Proven expertise in Salesforce, Certinia (FinancialForce) PSA, Business Intelligence, and Data Modeling. Adept at driving product roadmaps, leading QA strategies, implementing PSA solutions, and delivering actionable insights to enhance business performance, profitability, and customer satisfaction.

Certifications

- Salesforce Certified AI Associate
- Salesforce Certified Agentforce Specialist
- Salesforce Certified Platform Administrator
- Salesforce Certified Business Analyst

Employment Summary

Product Manager | PSA Consultant | Salesforce Consultant | Metacube Software Pvt. Ltd. | June 2006 – Till Dates

Product Manager | Client – Certinia (Formerly FinancialForce) | Apr 2020 – Till Date

- Defined, prioritized, and executed product roadmap in alignment with Certinia's vision and customer needs.
- Partnered with cross-functional teams to deliver high-impact product features, ensuring measurable customer and business outcomes.
- Wrote PRDs, user stories, acceptance criteria, and defined success metrics for product adoption.
- Led agile ceremonies and managed end-to-end product lifecycle from ideation to launch.
- Conducted competitor and trend analysis to drive innovation and improve customer experience.
- Supported release planning, product launches, and customer training to ensure adoption.

PSA / Salesforce Consultant | Client – Certinia (Formerly FinancialForce) | Jun 2015 – Mar 2020

- Implemented and configured Certinia PSA modules (Projects, Resource Management, Billing, Time & Expense, Revenue Recognition).
- Customized Salesforce objects, workflows, automation, and approval processes to meet client requirements.
- Developed reports and dashboards for executives, enabling data-driven decision-making.

- Conducted UAT, system validation, and provided end-user training/documentation.
- Improved project profitability, resource utilization, and operational efficiency through PSA solutions.

Salesforce Lead QA / PSA Consultant | Client – Certinia (Formerly FinancialForce) | Sep 2012 – May 2015

- Led QA strategy and execution for Salesforce + PSA implementations across multiple modules.
- Designed test cases, automation scripts, and regression suites to ensure release quality.
- Validated PSA configurations, workflows, and data migrations for accuracy.
- Partnered with product owners and clients to validate end-to-end processes and ensure adoption.
- Improved release quality and reduced defect leakage by implementing QA best practices.

Salesforce QA | Client – Certinia (Formerly FinancialForce) | Oct 2010 – Aug 2012

- Designed and executed functional, regression, and integration test cases for Salesforce + PSA.
- Validated Salesforce customizations (objects, workflows, validation rules, approval processes).
- Performed data validation, migration testing, and UAT support for business users.
- Contributed to building reusable test suites, improving test coverage and efficiency.

Data Analyst | Client – NPD Group (Formerly Current Analysis West) | Jun 2006 – Sep 2010

- Performed competitive market analysis for the US Printing & Supplies domain.
- Tracked weekly/monthly price fluctuations and built data models to identify trends.
- Delivered customized research briefs and decision support tools for executives.
- Analyzed historical data to forecast future market behavior and support strategic planning.
- Produced concrete reports that guided product managers, sales, and marketing teams.

Education

Ph.D. (Accountancy and Business Statistics), 2019 – University of Rajasthan

Master of Computer Applications (MCA), 2009 – University of Rajasthan