PRADEEP GUNDA

Principal Pega CLSA | CDH & Decisioning Architect | NBx Strategy | GenAI | AWS | Azure | RAG |

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PROFESSIONAL SUMMARY

- 17+ years of overall experience and 13 years of client facing consulting expertise in architecting enterprise-scale solutions with deep specialization in Pega-based BPM systems, solution modernization, process optimization, and digital transformation initiatives. Proven track record of integrating Pega with emerging technologies including GenAI, Langchain, and LLM-powered Retrieval-Augmented Generation (RAG) applications.
- Experienced Pega CDH and Decisioning Architect with 4+ years in designing end-to-end personalization strategies using NBx, adaptive models, and real-time integrations.
- Currently leading architecture initiatives for New Jersey Judiciary, enabling modernization and criminal justice reform. Passionate about bridging traditional BPM with AI-driven automation using Python, transformers, and cloud-native technologies. Extensive experience working with cross-functional teams and C-level stakeholders to drive value across public sector, financial, and healthcare domains.

TECHNICAL SKILLS

- Pega & BPM: Pega Inf' 24, CDH, PDC, BIX, RPA, Agile, Process Fabric, AI & Mining, Constellation
- Pega GenAI   Co-Pilot, Blueprint, Process AI, Coach, Knowledge Buddy.
- GenAI & AI/ML: Python, Langchain, RAG, OpenAI, Transformers, Vector DB
- Cloud & DevOps: AWS, Azure, CI/CD, GitHub, S3, I AM, Aurora, Elastic
- Languages: Java, Python, C/C++, JavaScript, HTML
- Databases: PostgreSQL, DB2, Oracle, SQL Server, Aurora DB
- Tools & Integration: Kibana, Dynatrace, PDC, SOAP UI, Agile Workbench, ADLDS, JSON, XML, PAL
- Domains: Public Sector, Banking, Healthcare, Legal, Automotive

CERTIFICATIONS

- GenAI: AWS GenAI with LLMs
- Pega: CLSA, Certified Decisioning Architect, CIS, CPM
- Cloud: AWS Solution Architect, Azure
- Sun Certified Java Programmer (SCJP).

KEY RESPONSIBILTIES

- **Technical Governance & Leadership**
  - o Acted as a senior architect in the Pega CoE teams, providing technical governance, guiding architecture reviews, and ensuring consistency across enterprise Pega solutions for multiple clients.
  - o Led medium to large-sized teams, overseeing design, code reviews, guardrail compliance, mentoring, and serving as the Pega Subject Matter Expert (SME).
  - o Well versed in onsite and offshore development strategies for distributed team collaboration and delivery.
- **Pega GenAI:**
  - o Effectively used Co-Pilot, Blueprint, Process mining, Process AI and strong knowledge of features like Knowledge buddy, Coach etc.
- **Customer Decision Hub (CDH) & Next-Best-Action (NBx) Strategy**
  - o Architected and deployed CDH solutions for financial and public sector clients including Navy Federal Credit Union and U.S. Bank, leveraging NBA Designer, Engagement Policies, Arbitration, and 1:1 Operations Portal.

- o Integrated adaptive models and predictive analytics into decisioning flows to improve next-best-offer accuracy and customer retention.
- o Designed customer interaction history models using Profiler, enhancing multi-channel journey orchestration.
- o Developed scalable decisioning frameworks aligned with business KPIs and measurable outcomes.
- o Delivered real-time NBx recommendations across email, web, and customer service channels, reducing friction and increasing engagement rates.
- o Worked closely with data science teams to translate model outputs into CDH-usable strategies.
- **Application Architecture & Development**
  - o Architected and implemented scalable Pega applications with extendable class structures based on design patterns and data models (Greenfield and legacy), aligned with enterprise standards and long-term vision within Agile and Scrum.
  - o Defined case management strategies including class hierarchies, lifecycles, and security models adhering to microservices architecture and design pattern best practices.
  - o Built modular UI components and dynamic workbasket configurations to improve user experience and operational efficiency.
  - o Specialized in Pega Decisioning: designed NBA strategies, configured engagement policies, arbitration rules (PCVL), offers, contact policies, and 1:1 Operations Portal guidelines.
  - o Expertise in App Studio, Constellation, DX API, Web Embed, configuration settings, and other constellation features.
  - o Effective use of Web Sockets, Web Embed for microservices strategy of application development.
  - o Various file management techniques including Word, PDF, Excel etc.'
  - o Effectively used the overall ecosystem of Pega, with Pega, DX API, Agile Studio, PDC, Workbench, Webembd.
- **Integration & Data Management**
  - o Designed and implemented integration solutions using REST, SOAP, Snapstart, Stream, MQ, SQL combined with microservices and event-driven architecture for scalable, real-time data processing.
  - o Developed offloading and data strategies using Data Flows, Data Sets, Data Pages, QP Schedulers, SLAs, with effective monitoring through Admin Studio.
  - o Led development of secure, scalable microservices (REST, SOAP, file-based) for third-party integration.
- **Cloud & Security**
  - o Strong knowledge of Pega Cloud including multi tenancy, HA, connectivity via Secure Connect, externalization of services, and storage solutions.
  - o Experienced with ELK Stack, AWS RDS (Postgres), Aurora database management, and cloud infrastructure monitoring, SRS, Elastic.
  - o Designed and implemented secure authentication (SAML, OpenID, OAuth) and authorization strategies (RBAC, ABAC, privileges, encryption, WS Security).
- **Performance & Monitoring**
  - o Implemented performance strategies such as parallel processing, event-driven architecture (EDA), and database tuning.
  - o Designed overall production monitoring strategy using PDC monitoring guidelines, rule delegation, proactive notifications, custom PDC alerts, Custom Loggin and mitigation plans.
  - o Established PDC best practices focused on proactive monitoring and performance tuning using PAL, DB Trace etc including for CDH Strategies.
- **DevOps & Automation**
  - o Led Pega DevOps efforts managing releases, versioning, and branch-based development.
  - o Implemented CI/CD pipelines using Pega Deployment Manager and DevOps tools for automated delivery and continuous integration.
  - o Integrated Pega Robotics to automate workflows and boost productivity.
- **Reporting & Analytics**
  - o Created custom and out-of-the-box reports to support analytics, operational insights, and troubleshooting.
- **Onsite/Offshore Delivery Model**
  - o Successfully managed distributed development teams and coordinated delivery across multiple geographies.

EMPLOYMENT HISTORY

- NOVI IT   Dec 2014 - Present
- TCS   April 2013 – Dec 2014
- CTS   Nov 2011 – April 2013
- Accenture   April 2010 – Nov 2011
- Virtusa   June 2007 – April 2011

DELIVERY EXPERIENCE

Client: NJ Courts, State of New Jersey   June 2024 - Present
Client: NJ Courts   Location: Princeton, NJ

Expungement: Expungement of defendant's records. Involves an extended workflow spanning various actors and processes and subprocesses. A public defender files a petition on behalf of a defendant to expunge his court records on the successful completion of Drug Court College. The petition goes through various stages such as Data Capture, County Review, Prosecutor Review, and Court Staff scheduling a hearing where a judge grants or denies the expungement, if granted various tasks are sent to the respective court systems where the user logically expunges the data.

Criminal Case Initiation: In New Jersey, a complaint which has Indictable or Disorderly person charges are considered criminal and should be tried in the criminal court. So, when complaints are created in the Municipal system and if they have the corresponding charges they are sent to Criminal System for the trial. A Criminal Prosecutor reviews these complaints and creates a criminal Case. Also, the prosecutor sees if the complaint can be dropped back to Municipal, or can be quickly remanded/downgraded/dismissed, if the system lets him do it and updates the all the corresponding systems.

Public Safety Assessment (PSA): PSA is developed as part of the Criminal Justice Reform (CJR) by the State of New Jersey. This tool gathers a defendant's court history from various court systems such as Municipal, Criminal, Family and Probation, formats and qualifies the data, and runs a risk algorithm to recommend the release/detention of a defendant. Prior to CJR NJ Courts depended on a monetary based bail system which was proving to be ineffective and expensive for the state. PSA is a Pega Flagship application for NJ Judiciary.

Project: Subordination and Bad Addressed Returned Card   Oct 2023 - June 2024
Client: Navy Federal Credit Union   Location: Princeton, NJ

BARC - Bad Addressed Returned Card: Developed a Pega workflow solution to replace the legacy Lotus Notes system for handling returned debit/credit cards at NFCU. Leveraged **Pega Customer Decision Hub (CDH)** to intelligently orchestrate customer notifications by personalizing email communications based on customer profiles and interaction history resulting in Holistic customer journey orchestration. The application automates card details processing, orchestrates API calls to update backend systems, and ensures timely, context-aware customer outreach about card deactivation, improving customer experience and operational efficiency.

Subordination Loans: Designed a Pega-based application to replace the legacy Lotus Notes system, streamlining the mortgage loan subordination process for NFCU. Integrated **Pega Customer Decision Hub (CDH)** to provide next-best-action guidance during loan processing and automate personalized customer communications, ensuring timely updates and enhancing decision accuracy. The solution automates manual tasks and delivers a seamless end-to-end experience for users, improving

operational efficiency and customer engagement. The solution automates manual tasks, improving efficiency and providing a seamless end-to-end process for NFCU users

Project: Collections Made Easy   May 2022 – Oct 2023
Client: U.S. Bank   Location: Princeton, NJ

Led the architecture and implementation of the "Collections Made Easy" initiative for a major U.S. bank, leveraging Pega **Customer Decision Hub and NBx strategy design and optimization** to streamline and personalize the collections process. By integrating **AI-driven** next-best-action strategies across multiple channels, the project reduced customer friction and improved repayment rates while enhancing operational efficiency. The solution unified customer data and empowered collections agents with real-time, context-aware recommendations, resulting in measurable improvements in collections effectiveness and customer satisfaction.

Project: Consumer Warranty Automation Tool   April 2021 – May 2022
Client: Ford Motors   Location: Princeton, NJ

Developed a workflow solution to automate and streamline Ford Legal's consumer warranty process, reducing costs and improving quality
Replaced manual tasks like Excel tracking, phone calls, and emails, while enhancing collaboration between internal users and external law firms
The application improves process visibility, provides insightful reporting, and ensures deadlines are met

Project: Pega One Rating Platform   Apr 2020 – Apr 2021
Client: Moody's   Location: Princeton, NJ

Moody's Investors Service is a leading global provider of credit ratings, research, and risk analysis
A rating from Moody's enables issuers to create timely, go-to-market debt strategies with the ability to capture wider investor focus and deeper liquidity options
ORP is a Pega Rating Application which facilitates Moody's rating workflow involving various data entry, analysis, authoring and rating activities

Client: NJ Courts, State of New Jersey   June 2016 – Apr 2021
Client: NJ Courts   Location: Princeton, NJ

Enterprise Data Component: Developed a unified Pega component to streamline data access from the State's central repository, eliminating the need for multiple custom stored procedures across various Pega applications

Arnold Foundation MADE: Developed a batch application for extracting and formatting comprehensive defendant court histories across systems for the Arnold Foundation, utilizing agents, custom queues, and BIX for large-scale data retrieval

Robotics For Judiciary: Designed and implemented an unattended robotic solution for automating the mainframe green screen orchestration

JWS: Enterprise-wide Judiciary Warrants application enabling users to issue/recall/execute warrants
Expungements: A multi-step workflow for expunging defendant records, starting with a petition by a public defender, followed by various review stages (County, Prosecutor, Court). If granted, tasks are sent to court systems for logical expungement of data

Project: Client Implementation Process Improvement Workflow   Dec 2014 – June 2016
Client: CVS Caremark   Location: Princeton, NJ

Developed and automated the CVS Client Implementation process through the IPI eProject tool
The system integrates and streamlines client setup and implementation tasks, with real-time status tracking and automated notifications to ensure smooth workflows and completion

Led the automation of the Annual Notice of Change (ANOC) mailing process for Medicare Part D beneficiaries, replacing inefficient manual workflows
Implemented a workflow tool to coordinate end-to-end activities, including reconciliation, and ensure timely deliverables for CMS compliance

Project: World Service Portal   **April 2013-Dec 2014**
Client: American Express   Location: Princeton, NJ

World Service Portal: Led the development of a global Point of Arrival (POA) Servicing Portal to replace legacy servicing applications for enterprise CRM modernization to enhance customer care for American Express Customer Care Professionals (CCPs).
Designed a Metadata Framework for program-level flexibility, enabling rapid changes to business use cases. Integrated telephony systems with PegaCALL capabilities to optimize CCP operations and improve customer service across all geographies.

Project: Mortgage Online Account Opening   **July 2012 – April 2013**
Client: Truist Bank   Location: Princeton, NJ
Mortgage Online Account Opening: Worked on replacing the legacy UniFi application for mortgage account opening, focusing on the Underwriting stage. Utilized Pega for BPM and workflow automation, integrating it with the legacy system via TIBCO. The front-end was developed in Java, with Pega driving the core process management and coordination.

Project: Integrated Case Management Systems   **May 2012 – July 2012**
Client: State of Indiana   Location: Princeton, NJ

Integrated Case Management Systems: Worked on a POC for replacing multiple legacy case management systems across various FSSA divisions with a unified, integrated solution. This project aimed to enhance service quality for Indiana residents, supporting divisions like Medicaid, Disability Services, Mental Health, and Aging, while excluding certain case management programs.

Project: Health Action Plan   **Nov 2011 – May 2012**
Client: Express Scripts Inc   Location: Franklin Lakes, NJ

Health Action Plan: Developed a Health Action Plan (HAP) application for a leading PBM to address clinical care gaps for members. The application enables CSRs to counsel members on therapeutic gaps, leveraging Pega capabilities as part of the company's PBM 2.0 initiative.

Project: Highmark Legacy Modernization   **Oct 2010 – Dec 2011**
Client: Highmark through Accenture   Location: Hyderabad, India

OSCAR Legacy Modernization – Error Correction: Led the modernization of Highmark's legacy claims processing system, OSCAR, using Pega PRPC. Focused on automating the resolution of suspended claims by leveraging Pega's routing and UI capabilities. Enhanced user experience by replacing mainframe green screens with effective GUI screens, streamlining the distribution and management of suspended claims.

Project: Commercial Loans   **June 2007 – Oct 2010**
Client: JP Morgan Chase through Virtusa   Location: Hyderabad, India

Commercial Loan Services: Automating its loan workflow using BPM in Pega PRPC, streamlining tasks like data capture, document preparation, loan setup, and funding. The solution reduces manual data entry, automates task assignments, and provides flexible work queues with tracking and reporting throughout the loan lifecycle.

EDUCATION

Master of Computer Applications from University College of Engineering, Osmania University, India in 2007 with Distinction

Bachelor of Computer Applications from HRD Degree & PG College, Osmania University, India in 2004 with Distinction.

LANGUAGES: ENGLSIH | HINDI | TELUGU