

VENKATA PRUDHVI RAJ KONDA

PRINCIPAL SALESFORCE ENGINEER

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PROFILE

Principal Salesforce Engineer (**5x Salesforce Certified**) with 9+ years of expertise designing, developing, and scaling Salesforce solutions across Sales, Service, and CPQ modules. Proven expertise in leading **enterprise-scale Salesforce transformations**, building distributed data flows, architecting integrations, and enabling advanced analytics insights. I bring **deep domain knowledge and a strong command of industry standards and best practices**, ensuring solutions are technically sound and strategically aligned with business processes. Recognized by executives for driving **high-impact migrations, operational efficiency, and scalable architecture**. Experienced in **mentoring engineers and partnering with leadership and cross-functional teams** to align Salesforce strategy with business growth. Passionate about building **data-first solutions enhanced by AI** to power modern software platforms.

TECHNICAL PROFICIENCY

- Enterprise Development:** Salesforce Platform, Retool, AWS
- Salesforce Configuration:** Data Modeling, Security & Access Control, Advanced Analytics
- Salesforce Development:** Apex, SOQL & SOSL, Visualforce, Lightning (AURA), LWC, Flows, etc.
- Salesforce Integration:** REST APIs, Platform Events, Change Data Capture, ETL, CI/CD, etc.
- Programming:** Java, C#
- Database:** RDBMS
- Web Technologies:** HTML, CSS, JavaScript

PROFESSIONAL EXPERIENCE

Principal Salesforce Engineer, Cardlytics, Atlanta November 2022 — Present

Led enterprise-scale Salesforce engineering and integrations across the **Lead-to-Cash domain** —spanning Sales, Revenue Operations, Billing, and Accounting—driving streamlined workflows and scalable business transformation.

Key Contributions:

- Spearheaded the rollout of a **new Salesforce instance** tailored for sales-focused operations, seamlessly transitioning US and UK users while deprecating the legacy org with **zero disruption**.
- Stabilized and optimized the new Salesforce org post-migration, improving user experience, performance, and long-term maintainability.
- Engineered a **robust logging and monitoring framework**, strengthening system reliability, visibility, and proactive issue resolution.
- Re-architected **data models and Kafka-based downstream** integrations, delivering scalable, high-performance event-driven data flows.
- Developed** Retool-Salesforce integrations to extend data visibility beyond the org, empowering stakeholders with real-time insights while reducing licensing costs.
- Prototyped a **DocuSign integration** to streamline contract execution.
- Designed a **multi-platform contract distribution strategy** (Salesforce, DocuSign, Google Drive, AWS S3) for cost-efficient storage and accessibility.
- Built scalable **data pipelines into CRM Analytics (CRMA)**, enabling predictive insights and actionable reporting for Sales and Revenue Operations.
- Established multi-channel user engagement** via actionable reports and dashboards, Slack workflows, announcements, release notes, and a RAG-powered training assistant—boosting adoption and user productivity.
- Partnered with **RevOps and Product teams** to align Salesforce capabilities with evolving business processes and deliver end-to-end revenue workflows.

Achievements:

- Received **CTO recognition** for leading the successful migration of Sales and Business teams to the new Salesforce instance.

- Strengthened org resilience by implementing **proactive monitoring and alerting**, enabling early detection and resolution of critical issues.
- **Leveraged AWS** for integration capabilities, expanding domain expertise and architectural versatility.
- **Enhanced adoption and productivity** by minimizing Sales user pain points through enablement resources and training innovations.
- **Reduced licensing costs** by surfacing CRM data through Retool and external reporting tools, delivering measurable savings.
- **Mentored team members** to foster technical excellence, knowledge sharing, and a collaborative culture.
- Successfully **led cross-functional initiatives** spanning Sales, RevOps, Product, and Engineering, strengthening Salesforce's role as the backbone of the Lead-to-Cash ecosystem.

Senior Software Engineer, ActiveCampaign, Atlanta

April 2022 — October 2022

Engineered and optimized the Salesforce–ActiveCampaign integration, delivering seamless **CRM–marketing automation synchronization** to streamline sales and marketing workflows.

Key Contributions:

- Enhanced **data sync jobs** between Salesforce and ActiveCampaign, improving reliability and accuracy of cross-platform data exchange.
- Resolved **UI challenges** in Salesforce health dashboards, ensuring accurate, user-friendly visualization of critical integration metrics.
- Developed and deployed **custom automation action blocks** in ActiveCampaign, extending platform functionality and deepening integration with Salesforce objects and workflows.
- Collaborated in architecture and design discussions to **revamp sync processes** by incorporating message queues, enhancing scalability and system resilience.
- Implemented a workflow to **automatically post COA orders as Salesforce Partners**, streamlining partner operations and reducing manual effort.

Achievements:

- Quickly mastered the **ActiveCampaign email automation platform** and its Salesforce integration, enabling smooth collaboration across systems.
- Delivered **scalable, edition-agnostic Salesforce solutions**, ensuring compatibility across all Salesforce editions.
- Expanded technical expertise by building **custom automation blocks** on a non-Salesforce stack while maintaining seamless Salesforce interoperability.

Senior Salesforce Engineer, Cardlytics, Atlanta

June 2017 — April 2022

Engineered Salesforce solutions to streamline Sales, Operations, and cross-functional processes, **modernizing Lead-to-Cash workflows** and driving operational efficiency.

Key Contributions:

- Developed **configurable Lightning components and wrappers**, enabling the company-wide transition to **Salesforce Lightning** with minimal disruption.
- Designed and implemented Salesforce solutions across the Sales lifecycle—**from lead generation to billing**—covering pipeline tracking, forecasting, contract management, and invoicing.
- Designed and developed **Kafka adapters** to integrate Salesforce into the organization's Hub-and-Spoke architecture, ensuring scalable and reliable event-driven data flows.
- Implemented a **CI/CD pipeline using Salesforce DX and Docker**, automating deployments and accelerating release cycles.
- Managed user access, performed quarterly audits, updated production data, reviewed release changes, and managed app configurations and package installations to maintain org health, ensure data integrity, and optimize performance.
- Created **dynamic dashboards and reports** to deliver actionable insights for Sales and Operations teams.
- Partnered with the architecture team to implement **Single Sign-On (SSO)** and streamline user provisioning.
- Integrated Salesforce with **GoTransverse Billing, LinkedIn Sales Navigator, SurveyMonkey, InsideView, and proprietary Cardlytics apps** via APIs and Managed Packages.
- Established a new Salesforce instance for sales-focused operations while maintaining the legacy org through **Salesforce-to-Salesforce connectivity** to ensure business continuity.
- Guided the team on **Salesforce best practices, org hygiene, and technical debt resolution**, ensuring long-term scalability and efficiency.

Achievements:

- Successfully **rolled out Salesforce Lightning**, ensuring smooth adoption and user engagement.
- Spearheaded **integration initiatives** with third-party and proprietary applications, enhancing interoperability.
- Improved deployment efficiency by accelerating the shift towards **source-driven development**.
- Drove adoption of **org hygiene best practices** and maintained a cleaner, more manageable Salesforce environment.

Member of Technical Staff - Salesforce, Model N, Redwood City

January 2016 — June 2017

Application development of an **enterprise-grade CPQ solution** for the High-Tech industry on the **Salesforce Platform**. Leveraged backend services to implement complex configuration rules while Salesforce managed **CRM, Products, Pricing, Quoting, and Order Management** workflows.

Key Contributions:

- Designed and implemented core features within Salesforce to streamline **complex quoting, pricing, and product configuration** workflows.
- Built a **configurable framework** to manage business object lifecycles, enhancing platform flexibility and adaptability for evolving business needs.
- Integrated Salesforce with **SAP using Configit** via REST APIs, enabling seamless CRM-ERP connectivity.
- Diagnosed and resolved software defects while implementing **performance optimizations**, ensuring high system reliability and responsiveness.

Achievements:

- Delivered **enterprise-grade CPQ features with automated test coverage**, ensuring robust functionality and regression safety.
- Developed deep expertise in **Salesforce platform architecture, CPQ functionality, and CRM best practices** – strengthening cross-domain technical knowledge.
- Consistently recognized as a **Top Performer** for technical excellence, high-quality deliverables, and impactful contributions to product success.

Member of Technical Staff - Backend Engineer (Java), Model N

June 2012 — December 2014

Enterprise **Java development and database optimization** in product development for Life Sciences applications.

Key Contributions:

- Developed and maintained **backend services in Java** across Contracts, Compliance, and Business Engine modules, ensuring scalability and reliability in core product functionality.
- Improved **system performance** by optimizing **SQL queries**, reducing critical report run-times from **8+ hours to minutes**, significantly improving user experience and productivity.
- Designed and implemented **Cognos-based reporting solutions**, delivering actionable business insights through advanced data visualization.
- Enhanced **automated testing frameworks**, refactoring test suites and introducing a **content-independent testing framework** to boost coverage and maintainability.
- Conducted **traceability analysis** to ensure complete coverage of business requirements, improving release quality and compliance.

Achievements:

- Consistently recognized as a **Top Performer** and **A-Team member** for exceptional delivery, high-quality bug resolution, and strong cross-module expertise.
- Resolved a critical **Cognos server timeout issue** by introducing asynchronous job handling, improving the reliability of enterprise reporting.
- Strengthened **system reliability and test automation quality** in the Compliance module, reducing defect rates and increasing confidence in deployments.

EDUCATION

Master of Science, Computer Science

January 2015 — May 2016

Georgia State University, Atlanta

Bachelor of Technology, Computer Science

September 2008 — May 2012

Jawaharlal Nehru Technological University, Hyderabad

CERTIFICATIONS

Salesforce Certified Platform Developer 1, *Issued On:* March 21, 2017

Salesforce Certified Administrator, *Issued On:* September 4, 2020

Salesforce Certified Platform App Builder, *Issued On:* December 28, 2020

Salesforce Certified Advanced Administrator, *Issued On:* July 30, 2023

Salesforce Certified AI Associate, *Issued On:* December 12, 2024