

Ramesh Soundarrajan

Salesforce Architect

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Professional Summary

- 5+ Years of Salesforce Cloud experience
- 3 Years of work exp. at multiple US Client locations
- 7+ Years of Project Management experience
- 9 Years of Expertise in Healthcare
- Salesforce Delivery lead specialized in multiple enterprise IT CRM implementations with 15+ years of IT experience.
- Excellent leadership, speaking and presentation skills, and easily able to translate technical concepts into practical terms which enable companies to meet and exceed their short and long-term business goals.
- Provide technical leadership and expertise for more than 10+ Salesforce implementations for various regional & Global org models in Salesforce

Key Competency Areas

Technical Architect

6x Salesforce Certified, Design and Create Data models, Review and make design and implementation suggestions, Implement Best Practices

Business Development

Part of Solution team and have built 20+ RFP's, Create Estimations & ROI, Identify value props, Negotiation skills

Business Consultant

Study existing enterprise flows, identify gaps, Recommend system improvements for both tactical and strategic implementation

Languages/Tools: Salesforce, APEX, VF, Einstein Analytics, Salesforce Einstein, Pardot, Oracle, Toad, SOAPUI, REST, JIRA, VBA - Advanced Excel Macros, MVC, MPP, GIT, IBM Remedy, Curl, IBM MQ – Appwatch, Cybermation Scheduler, Appexchange tools – Apttus – Xauthor for Excel, Workbench, Postman, Middleware - IBM Cast Iron, Heroku

Deployment tools: Changeset, Workbench, Copado, ANT, Flosun

Work Experience

Client	Pioneer in Agri Industry	Duration	4.5 Years
Role	Technical PM	Team Head Count	45
Project Nature : Agile Development & Application Support			

- Delivery lead for a leading Agricultural industry executed from offshore with global presence in US, EMEA, ANZ and Brazil.
- Executed multiple projects in parallel and ensuring they all are delivered on time providing customers a crystal-clear implementation plan & roadmap of the upcoming features for their planning using best in class project management tools
- Implemented multiple Einstein Service cloud products - Vision / Intent & Sentiment Analysis / Case classification /Next Best Action to improvise customer service productivity. implemented Einstein Analytics across projects
- Experience in customization, Implementation, and maintenance of Salesforce applications in Apex and leveraging Force.com Platform using agile framework considering limitations and salesforce governor limits
- Participate and contribute to respond to RFP's within and outside the account needs. Worked on 25+ RFP's.
- Experience in implementing multiple sales cloud projects which includes adding additional customization on top of existing components / designing new components to ease new business processes
- Good exposure to AppExchange applications. Able to identify and recommend appropriate applications, install and customize it based on customer needs.
- Extensive experience in integrating with surrounds systems using REST services and integrating systems via middleware systems like IBM Cast Iron
- Schedule regular follow-up meetings with business and stand up calls with IT teams on current issues and status. Ensure business and functional requirements are suitably defined, understood and signed-off.
- Monitoring all project activities in accordance with schedules and update project management plans accordingly to contribute the success of programs.

Education / Certifications

Madras University, India
BE Computer Science 2004

Cognizant Certifications:

- 1) AHM 250 2) Long term Care
- 3) PM1 4) Agile
- 5) FP & CP estimation techniques

Awards:

- Best PM award – July 2018
- Academy award - 2nd Healthcare Manager to complete all RDP courses across Cognizant
- Received Associate of Quarter award in 2015, 2017 & 2019.

PROJECT MANAGEMENT SKILLS

- Create realistic and achievable Project Plans by deriving better WBS
- Evaluating risks and developing strategies to overcome project obstacles
- Good working knowledge of PM methodologies and tools such as Agile models, Waterfall, Iterative development, MS Project.
- Manage a diverse team of professionals at multiple locations
- Resolving/escalating issues in timely fashion
- Ability to setup, build, mentor and manage multiple project teams in parallel
- Domain & Project execution, Build application competency, Program, Project, Contract & Delivery – Management

Client	Health Care Payer	3 Years	Duration
Role	Technical Manager	20	Team Head Count
Project Nature: Development / Enhancement / Business Development			

- Delivery lead of a healthcare Care account from Offshore. Also responsible for operational governance for 2 mid-size accounts SCAN and AMN Health.
- Managed ICD-10 conversion program - a 2 year contract with LA Care which targeted to remediate LA Care ICD changes at enterprise level
- Built a centralized portal to address ELDA enhancements which includes,
 - Working with the customer and understood the gaps in existing enterprise flows
 - Estimate, bid and proposed solution to the customer
 - Performed Team Setup, involved in Iterative development and implemented solution in two phases
- Performed business consulting for few client provider assessments and recommended solutions for interim and end state architecture
- Responsible for creation and delivery of business requirements documents, use cases, test cases, and project plans.
- Pro-actively managed migration project risks, issues and delays and minimize their impact on the overall project.
- Schedule regular follow-up meetings with business and IT teams on current issues and status. Ensure business and functional requirements are suitably defined, understood and signed-off.
- Good expertise on Contract & Revenue management and Accounts Receivables
- Perform root cause analysis and conduct retrospection. Also recommend action items to customer to improvise project execution in upcoming sprints
- Pro-actively manage project risks, issues and delays and minimize their impact on the project.
- Regularly communicate project expectations to team members and stakeholders and use their feedback to optimize progress.

Client	Leading Health Care Payer	3 Years	Duration
Role	Technical Lead	15+	Team Head Count
Project Nature: Development / Enhancement / Maintenance			

- Understanding client applications, perform feasibility analysis like environment analysis, 3rd party tools and release level implementation analysis, reviewing test plan/approach
- Responsible for support and maintenance of the existing applications through incident and problem management process.
- Prepare detailed project deployment plans considering the success and rollback paths
- Preparing Metrics, Utilization deck, release activity, operating with clarity Review artifacts of the team by bridging the gaps between functional needs to the technical solution
- Interacted with business users to design and develop solutions for new and existing applications.

Application SME

Expertise application, understand surrounds systems and build competency within the team and build knowledge / KEDB repository

PROFESSIONAL SKILLS

- Client focused approach to work
- Results driven: forward thinking and problem-solving attitude
- Willingness to accept responsibility when delegated
- Comfortable working in dynamic environment
- Mentoring new team and bringing them to speed
- Excellent business analysis and interpersonal skills
- Aware of latest evolving products and technologies in market

AREA OF EXPERTISE

- Project Management
- Project Estimation
- Discovery
- Project Planning
- Business Budgetary controls
- Managing customers
- Business Analysis
- Provide CSI

Work Experience at Customer Location:

Client	Location	Role	Duration
BCBSM - Healthcare	Onsite Offshore Liaison	1.5 Years	Michigan, US
IMS Health [Life Science]	Data Scientist	1.5 Years	Pennsylvania, US

Tools / Innovation:

- 1) Leveraged X-Author to provide an excel based data entry implementation to sync huge amount of data directly to Salesforce for end users which received appreciations from business
- 2) Created a centralized Salesforce application which allows leads from multiple teams to capture metrics of individual projects and the tool will prepare a consolidated report and circulate to the customer every week. This replaced manually created status reports of individual teams and the need to consolidate all of them to a single report.
- 3) Created complexity-based estimation model by arriving efforts for tasks based on project history data & trends
- 4) Data Analytics - Predict the number of tickets the team could expect for the provided future date based on history ticket trend analysis

Contribution to Account / BU / Organization / Academy:

- 1) Instrumental in conducting 2 day Chennai Salesforce day event in partnership with Salesforce team
- 2) Providing recommendations to a US based sales cloud application by identifying the right business productivity levers and received appreciations from customer
- 3) Part of the SWOT team to resolve a high level escalation for a 20+ team size for a retail customer using sales cloud
- 4) Created POC for Einstein Vision and Assistant and demonstrated the capabilities to the customer
- 5) Manage Chennai recruitment drives for Salesforce practice to bring in the right talent to the organization for Cloud and cloud based mobile implementations
- 6) Contributions to Mentor Manager program hosted by Academy
- 7) Built question dump for HealthCare Enrollment CCP and part of the question bank review SME committee for this CCP.
- 8) Conducted several delivery audits at account level and recommend project GO/NOGO decisions.
- 9) Mentored multiple excel automation projects outside project needs as part of BPS synergy program
- 10) Piloted Codenizant [Cognizant coding standards repository] and institutionalized it in Aetna and came up a Release level Account Dashboard. Also handled Tandberg Session covering healthcare accounts promoting Codenizant.
- 11) Conducted live sessions on Healthcare topic – “Rating and Underwriting” thru “Ask your expert” session
- 12) Aetna was switching to a new network mode at offshore for establishing client connectivity– ECAN. Anchored the migration activity coordinating across multiple projects / technologies and completed the migration for entire offshore around 500+ users which spanned for a period of 1.5 years
- 13) Have conducted training sessions to AHM and Function Point estimates techniques to few account teams within organization