

Sandy Bedi

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Global Remote

Open to work EU or US timings

Salesforce Principle and Architect

Salesforce Presales and Solutions Engineer

Salesforce Product Lead

Salesforce Engineering Lead

20+ Years of IT/Software Experience, BS – Computer Science, Accenture, IBM, 3X UNICORNS

Technical Programming Skills

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| <ul style="list-style-type: none">✚ Sales and Marketing Cloud✚ Data Model – sObjects, Custom, Schema Builder✚ Fields, Picklists, Validation Rules, Master-Detail Relationships, Lookup,✚ Reports and Dashboards✚ Data Security Model, Data Import Wizard and Loader✚ Dynamic Forms, Approval Process, AppExchange✚ Flow Builder, Triggers, Lightning Flows | <ul style="list-style-type: none">✚ Apex Programming – Classes and Methods, Data Types, SOQL, DML, @Test Classes, Async APEX, Visualforce,✚ Integration – REST API, Mulesoft, Webservices, RAML, Postman✚ Frontend – HTML, CSS, JS, Bootstrap✚ LWC, Aura, Events✚ VSCode, Pycharm, Git✚ Other Languages – Python, C, C++✚ Testing – Unit, Functional, Regression, Integration |
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Salesforce Solution and Technical Architecture Experience

- I have 20+ years of Development, Presales, Consulting, Solution Engineering and Solution Architect Experience in Salesforce Sales and Marketing Cloud.
- Roles include Salesforce Principle, Practice Lead, Sr. Solutions Architect and Software Engineer.
- I have global experience worked for IT giants like IBM, TCS, HP and Accenture and 3X Unicorns.
- Liaise with Enterprise Architects on enterprise guiding principles and describe their manifestation in the overall solution.
- Architect a scalable, secured, and high performant CRM solution tailored to industry, regions & specific business needs.
- Providing guidance on "build" versus "buy" decisions for specific business services not offered by the standard salesforce platform.
- Guide solution based on an informed decision making between business and implementation teams to address trade-offs between out of the box platform features, user experience and management of technical debt when a business requirement cannot be met by the standard platform in the exact form in which it is written down.
- Validate state of existing Salesforce Solution Architecture and provide feedback for functional & technical improvements.
- Coach, Align, collaborate, and coordinate with implementation Teams to deliver seamless value to the business.
- Defining appropriate solution to an integration requirement (layer, data volume, frequency etc.)
- Design a continuous delivery model including way of building, testing, deploying, and release management using SFDX oriented ALM and other supporting tooling.
- Define global process template and global data model for multi-region solution.
- Govern that custom apex solutions when needed, are built to fit within the constraints of execution contexts.
- Describe foundational design patterns which implementation teams can build upon for example apex design patterns such as separation of concerns, domain layer, service layer, Unit of Work etc.
- Facilitate introduction, adoption, and value acquisition of new innovations from Salesforce Releases

- For a given scenario, describe appropriate choice for using automation tools such as Workflow Rules, Process Builder, Flow Builder, Triggers etc.
- Defining data strategy based on data storage use cases, amount of data, rate of growth, number of users, privacy & security needs.
- Organizing workshops about user experience design using quick lightning web component-based prototyping.

TOP SALESFORCE RELATED PROJECTS:

- Unicorn startups – 3X – Implemented Sales and Marketing cloud. Up to 500 user Orgs.
- Key sales processes used were Contact, Account Management, Opportunity & Pipeline Mgmt., Territory & Quota Management, Product & Price List Management and Customer Contract Management.
- Pardot used for Top of funnel management, campaign management, nurture, and email management.
- Accenture – I worked here as Salesforce Solution Leader. Worked on various POCs, Presales activities and RFP. Salesforce end to end implementation for Disney. Implemented Sales and Service cloud for 2000+ user implementation.

DETAILED EXPERIENCE

IPEX, September 2020 – Till Date: Various Salesforce Implementations for start-up companies in USA and Australia.

Icertis, September 2018-2020 till Date, Global Sales Enablement Lead for Salesforce. – Architecture, Development and Enhancements
Complete implementation of Icertis Sales Enablement, Adoption and Customer Success.

Accenture, August 2014 – August 2018, Salesforce Consulting and Solutions Principle
Technology Management, Solutions and Consulting for Accenture Salesforce Consulting.

EU Based Startup - Diverse Infotech, July 2013 – August 2014, Salesforce Principal Architect and Solutions Leader
Managed the Salesforce Consulting Practice.

Colt Technologies, Feb 2007 – May 2013, Principle – Cloud, Siebel Practice
Teams: Testing, Integration, Billing, Network Monitoring, Order Management (Siebel), Business Intelligence, ERP (Oracle), HR Systems, Web Content and Development Manage Build, Move to Production and Post-Production Support. Management of Infrastructure and Databases. All Colt applications managed by this group – 90 percent of Colt IT workforce sits in India and manages Colt IT globally. Extensive experience in both Network and Compute domains.

Agilent Technologies, July 2006 – Feb 2007, Principal Consultant – CRM and Digital Projects Complete Digital Enablement of Agilent portal using Internal and Vendor Teams. Managed all initiatives thru strategic partners. I was the IT Operations leader and Head for their ERP Delivery centre in India. I was managing 200 Technology resources thru a multi-vendor program. The vendor teams were TCS, Headstrong, Tibco and Satyam. Managing New Programs and Upgrades to the web experience and also Infrastructure and Application Support. The dollar spend with vendors was in the excess of \$20 M account.

Genpact, June 2005 – July 2006, Principle Consultant – RPA & Middleware Practice Headed/Incepted Middleware COE. All projects involved integration to ERP Systems – SAP and Oracle. This unit provided integration services to GE Money, GE Commercial Finance and GE Energy among others. All services were

provided thru vendors and Strategic alliances. I was instrumental in forging relationships with Wipro, TCS, Webmethods, Tibco and IBM.

NTT Data, June 2003 – June 2005, Principle Consultant – EAI Practice

Delivery Lead for middleware delivery center. Setup a new RFID practice using multiple vendors. Worked with multiple vendors to provide bundled services. Ramped up practice from 2 FTE to 100.

IBM, US, May 2000-June 2003, Sr. Solutions Architect - WebSphere

I was part of their Professional Services team providing customized solutions to their financial customers on Wall Street. Major Clients included Bank of NY, JP Morgan, Morgan Stanley, and Roche Diagnostics.

EDS, US, April 1997 – May 2000, Solutions Architect – B2B Integration

IT Delivery and solutions for General Motors assembly plant in Detroit. Portfolio included all their JD Edwards and EDI delivery. Other IT projects implemented for GM, Ford, Visteon, Delphi, Lear to name a few.

TCS, April 1994 – April 1997, Assistant Systems Analyst

Worked on JP Morgan account for JD Edwards Implementations as Systems Analyst and Programmer.