

CAREER SUMMARY

20+ Years of hands-on configuration, customization, and development experience in SAP CX/ Hybris Suite of Applications, including SAP Sales Cloud V2, Service Cloud V2, SAP Commerce Cloud V2, SAP CDC/ Gigya, Emarsys, Marketing Cloud, C4C Sales and Service Clouds, SAP CPQ & FSM.

Certifications include SAP Marketing Cloud Certification, SAP C4C Sales Cloud Certification, SAP C4C Service Cloud Certification, SAP Commerce Cloud Business User Certification, SAP Commerce Cloud Developer Certification 1908, SAP Qualtrics Certification, and SAP CDC Certification.

DETAILED PROJECT EXPERIENCE

LB Foster Company, Pittsburgh, PA

Sr. SAP CX functional Specialist (SAP Sales Cloud V2, SAP CPQ, SAP S4HANA) (June 2024 – Current)

- Acted as a functional consultant for an enterprise-wide Lead-to-Cash transformation involving SAP Sales Cloud V2, SAP CPQ, S/4HANA, SAP CPI, and 3rd party systems such as INFOR ERP and Sales Logix across 15 BUs and 75 users.
- Collaborated with business stakeholders to analyze four lead-to-quote workflows, eight opportunity scenarios, and 28 quote-to-cash process areas, ensuring SAP solutions aligned with strategic sales and quoting objectives.
- Configured and validated SAP CPQ pricing models, guided selling flows, and approval workflows to meet complex sales requirements across multiple sales areas and verticals.
- Supported the deployment of SAP Sales Cloud V2, mapping opportunity and activity management processes to user roles, and integrating with CPQ for quote generation and dynamic proposal creation.
- Worked with technical teams to support the integration of SAP CPQ with S/4HANA, enabling real-time quote conversion to orders and ensuring pricing and product configurations remain synchronized with ERP master data.
- Facilitated functional design sessions for margin analysis, quote versioning, and approval matrix logic, supporting key stakeholders in sales operations and finance.
- Coordinated with middleware teams on SAP CPI integrations, focusing on functional test cases, master data mapping, and validation of transactional scenarios across SAP and non-SAP systems.
- Provided user training, UAT support, and documentation, helping ensure adoption of SAP CX solutions and improved sales cycle efficiency.

Carlisle Roofing, Remote, NY

SAP Functional Architect – SAP CX (Sales Cloud V2, Service Cloud V2, CPQ, FSM, S/4HANA) (Nov 2023 – May 2024)

- Collaborated with business stakeholders to gather and refine requirements, translating them into functional configurations in SAP Sales Cloud V2 and SAP CPQ, enabling streamlined lead-to-quote processes.
- Configured SAP Service Cloud V2 to support ticket management and service workflows, aligning case handling with SAP CPQ for contract-based pricing scenarios.
- Defined pricing structures and business rules in SAP CPQ, ensuring accurate and dynamic pricing by integrating with SAP S/4HANA for contract-based pricing logic.

- Worked closely with sales and product teams to implement a guided selling experience in SAP CPQ, leveraging intelligent bundling and cross-sell recommendations to enhance the sales process.
- Set up workflow automation in SAP CPQ for proposal generation, document management, and electronic signature approvals, reducing turnaround time and improving user efficiency.
- Supported SAP FSM integration with Service Cloud V2, enabling real-time technician scheduling and service execution visibility across field operations.
- Participated in solution design workshops and supported SAP CPI-based integrations, ensuring smooth data flow across SAP Sales Cloud, Service Cloud, and ERP systems.
- Facilitated testing, training, and documentation for end-users, ensuring business readiness and adoption of SAP CX solutions.

Weyerhaeuser Inc., Seattle, WA***Sr. SAP SAP OTC Lead / Functional Architect (Nov 2022 – Nov 2023)***

- Supported the implementation of SAP Sales and Service Cloud V2 across five business lines, aligning 25+ unique quote-to-cash processes to SAP best practices for approximately 600 users.
- Worked closely with stakeholders across Sales, Service, and Operations to gather requirements, define process flows, and configure C4C solutions for customer service, service ticketing, returns, credit/debit memo handling, and sales order processing.
- Played a key role in scoping and solution design, translating complex scenarios in the lumber industry into functional specs (FS) and validating them through testing and end-user feedback.
- Led the configuration and validation of ATP logic, sales order dual replication, and production-consumption planning integrations between SAP C4C and S/4HANA, ensuring accurate order visibility and inventory commitments.
- Coordinated with technical teams to support integrations via SAP CPI, including priceFX, MSD, SAP MDG, and custom/native apps built on SAP BTP.
- Partnered with UX teams to test and validate UI5 applications embedded in C4C and supported deployment strategies aligned with user experience goals.
- Provided functional documentation (blueprints, FS/TS) and worked cross-functionally with PMO, business stakeholders, and offshore/onsite teams to ensure successful delivery and adoption.
- Contributed to rebuilding legacy tools and improving end-to-end sales and service processes through process harmonization in SAP C4C.

TA Digital Inc.,***Sr. SAP Solution Architect (Multiple Clients (Apple, ACN, Bose, Katerra, Prime Conduit, (Nov 2019 – Nov 2022***

- Served as a hands-on SAP Functional Consultant across Sales Cloud V2, Service Cloud V2, SAP CPQ, Commerce (Hybris & CCv2), CDC, Emarsys, and FSM implementations for diverse clients.
- Gathered business requirements, analyzed processes, and performed detailed functional configuration for SAP C4C Sales & Service modules, including lead-to-quote, quote-to-order, service ticketing, returns, credit/debit memos, and ATP validation.
- Configured SAP CPQ for guided selling, pricing rules, discounting, approval workflows, proposal automation, and real-time order conversion integration with S/4HANA and ECC.
- Designed and implemented CDC features for identity and consent management, registration, session management, and data privacy aligned with client business needs.

- Delivered marketing automation solutions in SAP Emarsys by configuring campaigns, tracking abandoned carts, and integrating SMS/email channels via Twilio for lead nurturing and customer conversion.
- Collaborated with cross-functional teams and technical resources to activate and monitor SAP CPI iflows, ensuring seamless integration between SAP CX modules and backend ERP systems.
- Supported functional testing, user training, and documentation to ensure successful adoption and smooth business operations.
- Acted as liaison between business stakeholders, project management, and technical teams to translate complex business scenarios into functional specifications and solution designs.

Carestream Health, Remote, NY - (Nov 2018 – Nov 2019)***SAP C4C, Commerce & CX Solutions Architect***

- Performed detailed requirements gathering and hands-on configuration for SAP C4C Sales and Service Cloud, SAP Field Service Management (FSM), and SAP ECC integration across Finance, Service Contracting, Service Ticketing, Sales Orders, and Parts Planning processes.
- Configured core business functions in SuccessFactors, Sales and Distribution, Logistics, Material Management, and Customer Self-Service Portal using MindTouch.
- Delivered end-to-end functional design and configuration for service operations, including contact center processes, service ticket management, and order fulfillment across SAP Service Cloud, FSM, and Commerce modules.
- Provided expert-level configuration management for UI personalization and adaptation within SAP C4C (HTML5/Silverlight), enhancing user experience on objects such as Customers, Opportunities, and Quotes.
- Designed and customized SAP UX components such as card views, list views, dashboards, shelves, and tagging features to meet business needs.
- Managed scope definition and functional configuration for multiple SAP C4C tenants, supporting active deployment and solution rollouts.
- Supported deep functional integration of SAP Hybris Commerce Cloud CX with SAP C4C Service Cloud, configuring seamless customer service and order management interfaces.
- Facilitated integrating SAP ECC and third-party applications with SAP C4C using SAP CPI/HCI middleware, ensuring master data and transactional data consistency across systems.
- Configured MindTouch knowledge management integration for C4C Service and Self-Service portals, enabling efficient access to technical documentation and knowledge bases for film, dental, and medical industries.

Pearson Education, Remote NY***SAP Commerce Solutions Analyst (Mar 2018 – Nov 2018)***

- Gathered and analyzed business requirements for SAP Commerce B2B solutions supporting distributors and multi-tier partner ecosystems for Pearson.
- Collaborated with technical teams to translate functional requirements into UX designs and solution strategies for implementing the SAP Commerce B2B Accelerator.
- Defined and documented user stories, acceptance criteria, and functional specifications to guide development and testing.

- Supported configuration and integration efforts involving API-based connections with Oracle Cloud, legacy Pearson systems, and SAP ECC for catalog management, product classification, customer data, and import/export processes using Hotfolders.
- Coordinated facet configuration, impex data management, cockpit setup, type configuration, service ticket workflows, and role-based access controls to meet business needs.
- Led the functional redesign of the legacy B2B portal to a Hybris Commerce on-premises solution, ensuring alignment with user experience and business processes.
- Provided ongoing functional expertise as a Hybris SME, contributing to digital transformation initiatives through architectural documentation, sprint planning, and implementation roadmaps.
- Designed and specified custom customer reports using MVC frontend models integrated with legacy systems, Hybris Commerce, and Oracle MDM data sources.

Costco Group, Remote, NC

SAP Solutions Analyst (Sept. 2017 – April 2018)

- Solution and Design responsibilities in Hybris Commerce, SAP ECC Order Management, E-Commerce Product/ Type Modelling, Hybris B2C/ B2B Accelerator built, administrative functions, Cockpit Management, PCM & WCMS, Order management, dataHub integration and troubleshooting, and ECC integration.
- Search and navigation, Indexing Strategies, Type model definitions, multi-node clustering and advanced caching strategies, AKAMAI caching solutions, Environment design and management Deployment schedules, AS400 Integration, Custom Product Feed integrations, VendorNet Integration, Warehouse and fulfillment integration,
- Roles and responsibilities with a strong design focus on architecture and developing omnichannel eCommerce and JEE applications within a B2B, B2C retail/e-commerce environment.
- Engaged in independently architecting full-lifecycle implementation of Hybris for B2B and B2C accelerators and core module extensions and addons.
- Active, hands-on experience with various SAP Hybris modules (Product Catalog, Order Management, B2B Commerce, Hybris Accelerator, etc.), Active involvement in architecting JEE-based applications using Spring/OSGi, Hibernate, JMS, REST, SOA, ESB, and SSO technologies.
- Design Experience working on multi-language / multi-currency eCommerce website at Costco using multiple Hybris 6.XX platform versions in a single Hybris instance.
- Skilled knowledge of integrating SAP Hybris platform and other 3rd services and enterprise systems (OMS, Payment Gateways, Tax Services, Ratings and reviews services, Web Analytics solutions, etc.):
- Expert level knowledge in Performance/Scalability Engineering, Security aspects, and Deployment Strategies of Hybris B2C Commerce applications, Hybris Impex engine, Data Hub, and FlexibleSearch.
- Expert advisory role and hands-on deployment responsibilities of continuous integration concepts, build processes and tools (ANT, Maven, Jenkins, automated builds, automated unit tests, and continuous builds), source code control processes, code branching/merging strategies & source code control tools (GIT, etc.)
- Extensive hands-on implementation roles in engaging teams in Software Design Patterns & multi-threaded Asynchronous Programming Models, agile design concepts, and onshore/offshore vendor engagements

Electronic Theater Controls**SAP CX/ Commerce Solution Analyst (Mar. 2017 – Sept. 2017)**

- Design & Configuration: Hybris Commerce 6.5, SAP ECC Order Management, E-Commerce Product Modelling, Hybris B2B Accelerator, Hybris Data HUB, Admin functions, Hybris Cockpit Management in Hybris Commerce Suite, SAP ECC Order to Cash, Product Content Management, WCMS, B2B Admin Functions, Approval and Workflow procedures, Payment Integration for CC with Authorize.net, ASM Module activations for assisted on-behalf scenarios, Solr, Faceting, Indexing modifications, catalog design and configuration, Classification model attributes design and configuration. JAVA troubleshooting and guidance, etc.,
- Strong leadership experience managing cross-functional teams of clients and companies to deliver ETC B2B eCommerce (Hybris) projects successfully.
- Actively engaged in providing technical and solution architectural recommendations by providing oversight for new implementation projects and supporting client's digital transformation program for B2B ETCconnect.com
- Engage and mentor the team to ensure the adoption of best-in-class coding practices and standards for development, support, quality control, and documentation.
- Providing excellent Hybris SME Support and digital transformation thought leadership, writing detailed Architectural documentation, User Story Guidance, Sprint design, deliverables, priority setup, design, and deadlines based on the Statement of Work (SOW), and Implementation Plans
- Actively managed a large group of Hybris developers and provided technical leadership by retaining and creating reusable repositories and frameworks to accelerate delivery.
- Experience in creating training programs at various levels in the SAP and Hybris Commerce
- Solution Architecture tasks with SAP data hub Integration on Material, Price, Stock, and Customer objects and enhancements to standard order, delivery, and stock IDOCs to enable the data free flow between SAP ERP and Hybris Systems

Lenovo Group, USA**SAP Hybris Architect/ BT Specialist (March 2015 – March 2017)**

- Led detailed design and configuration activities for Hybris Commerce 6.5, including B2B Accelerator setup, product modeling, catalog and classification management, WCMS, and payment integration with Authorize.net.
- Gathered and analyzed functional requirements for SAP ECC Order Management integration covering Order-to-Cash processes, material, pricing, stock, and customer data synchronization via SAP Data Hub and enhanced IDOC processing.
- Collaborated with cross-functional teams to define workflows, approval processes, and ASM module configurations for assisted sales scenarios, ensuring alignment with business needs.
- Provided expert functional support and mentorship to Hybris development teams, driving adherence to best practices in solution design, quality control, and documentation.
- Authored comprehensive architectural and functional documentation, including user stories, sprint plans, and implementation roadmaps based on project SOWs.
- Supported digital transformation initiatives for ETCconnect.com, delivering functional oversight and solution recommendations to improve B2B eCommerce capabilities.
- Facilitated knowledge transfer and training programs across SAP and Hybris platforms to enhance team competency and project delivery.

Retail Industry Client via SAP Americas***Hybris Technical/ Solution Consultant – (May 2014 – March 2015)***

Design & Configuration: B2C template with OCC, Order Management, Promotion Engine, Commerce Searches, Product Content and Catalog Management, Payment Module, Coupon Management, Consignment Tracking, Impex Functionality, Saved Cart, Order Management, Quote functionality. hMC, HCC, Admin Console, Back-office Cockpit, Product Cockpit, Customer Support Module, Personalization and Role Definition with User Groups, and ECMS

H.B. Fuller (Accenture)***SAP E-Commerce Solution Consultant – SAP WCEM (July 2013 – May 2014)***

Design & Configuration: SAP WCEM, ECC/SD Order Management, Integration to Material Master, Stock Information, ATP Check, Demand Planning, Lead time Calculation, Shipping tracking and Integration, Design, Deploy and Develop Web Channel Experience Management 3.0, Module Development, Module Configuration, NWDI debugging, NWDI Admin functions, post-installation tasks, Paymetrics Credit Card Integration, FI Integration for Reconciliations and GL Account Settlement, User Administration design in WCEM in B2B Scenario – Project CUSTOMER CONNECT.

Honeywell International – Multi-Industry Sector***SAP Solution Architect, SAP CRM/ E-Commerce and Service Project Manager (June 2012 – July 2013)***

Design & Configuration: CRM, ERP Sales O2C Process, Sales Document Configuration, Field Service Management, Service Order Management, CRM Order Download from ECC, Shared Service Framework using the Employee Interaction Center and BCM Configuration/ Design, Service Orders, Service Contracts, Service Confirmations, IPC Pricing, Partner Channel Mgmt., Service Warranty Claims Management, Partner Services Management, Service Function W/click-soft, Complaints Processing, Channel Management, Charm Processing, SAP Solution Manager Implementation, Design including Incident Management, Change Request Management (CHARMS Processing in SOLMAN 7.0)(CRM7.0 EHP1), WCEM Collaborated Partner Portal

Clark- County, NV (IS-Public Sector - Direct)***SAP Solution Architect/ Functional Consultant –(September 2011- June 2012)***

Design & Configuration: Shared Service framework using the SAP Incident and Service Request Management (Administrative Services), Workflow for Knowledge article, problem management, Version history and article publishing, Service Request, Billing, and Accounting Integration using the AIC role in SSF framework for Case & Service Management for Public Guardian and Administrative Offices, Service Process Enablement WBS project integration for Public Works (Design and working Blueprinting sessions)

Honda Aircraft, Greensboro, NC***SAP CRM Solution Lead/ Functional Consultant (January 2011 – August 2011)***

Design & Configuration: CRM 7.0, Sales, Order Management cycle, O2C, Quotation Management, Lead Management, Sales Assistant Functionality, Activity Management, Master Data Management, Sales Cycle Built, Sales force management, Opportunity cycles and management, Integration to SPM, APO and EWM.

LENOVO GROUP Retail/ High Tech (US RELEASE)***SAP CRM/ECC Solution Consultant (August 2010 – January 2011)***

Design & Configuration: CRM 7.0, CRM Web Channel, Partner Channel Management, Field Service Management for Affinity Customers, FSM, Wattany management using Channel Management, and Channel field service management. Payment Methods, Order 2 Cash process, and E-Commerce Design for US release. IC WebUI Integration W/BCM and Design in Order capture/ return process. B2B, B2C, PME/ IPC Product Catalog & attributes design, User Account Management, Paymetrics Integration, Cyber source, Net weaver PI Integration.

NOVELL NETWORKS***SAP CRM Solution Consultant , Trade Promotion Management (May 2010 – August 2010)***

Design & Configuration: Pipeline Performance Management, Partner Channel Management, Master Data Management, Campaign Management, Trade Promotion Management, Lead Management, Lead Distribution based on Rules, CRM Workflow, Opportunity Management, Partner Relationship Management (Channel Management), Rule Modeler, Business Rule Modeling, and Territory Management – Realization & Support

PERKIN ELMER INC.,***SAP CRM Solution Consultant (December 2009 – May 2010)***

Design & Configuration: ECC Service Management, CRM Service Contract Management, I-Base Management, Service Order Management, Field Service Management, Resource Planning Application, Auto Scheduling, Dispatching processe, Service Confirmations, IC Service, Vendor (Service Provider) Warranty Claims, Resource Planning, and Mobile Service in integration with ECC 5.0, CRM 7.0 – Realization

Client: CARESTREAM HEALTH INC.,***SAP CRM Solution Consultant / Project Manager (June 2008 – November 2009)***

Design, Management & Configuration: Project management, Service Contract Management, Service Management, Pricing Design/ IPC Development, Installed Base Management, Service Order Management, Service Confirmations, Interaction Center Service Scenarios, CTI design, Resource Planning, Planned Services, PSL's, Mobile Service, Integration with R/3 4.7, Inventory & Van stock management, Results Analysis, Revenue Recognition, Internal orders, FI settlements with CATS and Costing integrations, CRM 2007 Web Channel – Full Cycle Implementation.

Client: HEWLETT- PACKARD PRINTING SOLUTIONS***SAP CRM Functional Consultant (January 2008 – May 2008)***

Master data, Installed Base Management, Service Management, IC Service tickets integration with the Service process, Returns and complaints management, some warranty, and claims management from dealers – Blueprinting and Realization only.

Client: LENOVO INTERNATIONAL (Canadian, LA Release)***August 2006 – January 2008 (SAP CRM Functional Lead)***

Design & Configuration: CRM 5.0, ECC 6.0, EP 7.0, Web-Dynpro, Usage of Vendavo for Price Management, Customer and Vendor Warranty Claims Management, Channel Management – High tech, CRM Service & Sales functionalities, Warranty to Service, Service to Claims Blueprinting and Prototyping, Lead to Order, Order to cash, and Market to Order, E-commerce/ ISA. Full Cycle Implementation

Client: SILICON LABORATORIES

(April 2006 – July 2006) -CRM Functional Consultant - CRM 5.0, ECC 5.0, EP 6.0, Hi-tech Opportunity Management, CRM ACE Functions initial design and Rule to Right implementations, Hi-tech Channel management including sell-in, Sell-out, and price protection scenarios, CRM - Lead to Quote, External list Management, Ship and Debit contracts, Sample Orders, Hi-tech Channel Management, Channel Sales Management –

Client: INFOGIAN INC (December 2005 – March 2006) -CRM Functional Lead - SAP CRM 5.0 (Prototyping), Interaction Center Prototyping, CRM transformation from Siebel, Campaign Generation, Order to Cash, Quotation & Order management, E-Selling, essential R/3 dependency, Siebel CRM Integration, Full Cycle Implementation

Client: SAP AG EDUCATION (Sep 2005 – Apr 2006) -CRM External Instructor – Trainer in Modules CR100, CR410, CR400, CR700, and CR800. Client trained are Cardinal Health, Charlotte Pipe and Foundry, Eastman Chemicals, and multiple other clients inside the SAP Facility.

Client: BENTLEY SYSTEMS (Apr 2005 – Sep 2005) -CRM Functional Lead – Quotation Management, Sales Order Management, O2C, Service Contract Management, Opportunity Management, Integrating with Call Center on WebUI, Installed Base Management, Lead Management, Account and Contact Management. Full cycle Implementation

Client: HEWLETT- PACKARD (Jan 2004 – Mar 2005) -SAP CRM Functional Lead - Scope Study and blueprinting for mySAP CRM 4.0, E-Commerce, CRM Online Sales Order & Contract Processing, Quotation & Proposal Management, Account & Contact Management, Some Service Scenarios, Multiple channels in Order Processing. Full Cycle Implementation

Client: MOLEX INC., (Mar 2003 – Jan 2004) - CRM Functional Consultant- Core Modules used: Quotation Management, Sales Order Management, ATP Profiles, R/3 Integration with Delivery and Shipping, Credit Management, Rebate Management, E-Service (ICSS), Partially involved in Channel Management. Realization to Go-Live

Client: MILLENIUM CHEMICALS (Oct 2002 to Mar 2003) -CRM Functional Consultant -CRM 3.0, R/3 Integration on Order processing and Billing, Transaction and Item category configuration and mapping, ISA Order Management in a B2B Scenario – Realization only

Client: DuPont (Oct 2001 to Oct 2002) - SAP SD Functional Consultant - SAP R/3 SD, Material Controller Configuration, Structured Products, Screen Configuration, Material Groups, Sales Bundles, Free goods, Material Substitution profiles, Partner Determination, Transactional Processing, Item Categories, Controller data Configuration, Account groups, and Order Management – Full Life Cycle Implementation

Client: LUCENT TECHNOLOGIES (Jul 2001 to Oct 2001) -CRM Functional Consultant- SAP CRM 3.0 Sales Modules with R/3 Integration, R/3 Integration, Document configuration changes, Service ticket handling, Quotes to Cash Scenarios. Support Project

Client: APPLE VACATIONS (Sep 2000 to Jul 2001) -SD Functional Consultant - SAP R/3, EDI Order management, Controller data Configuration, Billing documents, FI integration, Credit and Risk Management, Rebate Processing, Payment card processing and pay Metrix, output control and sales bundled – Full Cycle Implementation

Client: WIPRO TECHNOLOGIES (Feb 1998 to Jul 2000) SAP R/3 Consultant – Material Management – Full Cycle Implementation

Company: WIPRO TECHNOLOGIES (Jul 1997 - FEB 1998) In-charge - SW Stores (MIDDLE MANAGEMENT)

Client References & Testimonials

I had the pleasure of working with Venkata on the rollout of SAP for H.B. Fuller's North American operations. Venkata was a critical player during our design, configuration, testing, and configuration of SAP's Web Channel and Hybris. Venkata is a consummate professional; he rose to every challenge, was an endless resource of information, and was genuinely fun to work with.

- **Luke Walter – Customer Connect Lead – HB Fuller**

Venkata demonstrated a superb level of expertise in his area, able to meet and exceed our business requirements. He also taught my team how to use the system, not just how to do it, but “the” why, which allowed my team to understand and grasp the application that otherwise would be pretty difficult to comprehend.

- **Henry Nakazawa – Functional Lead- Honeywell**

Venkata has excellent knowledge of SAP CRM functionality and exceptional communication skills. In addition, he has analytical reasoning and creative problem-solving skills, which enable him to define business requirements & map to optimal solutions clearly.

- **Aoife Bratton, Functional Lead – Clark County, NV**

I worked with Venkata, a highly skilled CRM consultant at a client site for ~5 months. He has great SAP skills and excellent presentation abilities for diverse audiences (client IT, client Business, and project management)

- **Coleen Borgia, Managing Director – Accenture**

Raj was the Solutions Consultant of our CRM Project. The project scope required significant experience and focus to provide the technical solution within a very tight timeline. Raj added value beyond his technical skills. I highly recommend him

- **Ute Stolz-Kuehn, IT Manager – Care stream Health**