MIRZA SHOAIB TANWEER
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*Result-driven professional targeting assignments in **Sales & Marketing Operation/ Partner Management / Business Analysis & Consulting / Business Systems / SFDC Data Management/ Sales Enablement Records***

CORE COMPETENCIES

SFDC Data Quality

Business Systems

Partner Management

**Product owner
Sales Operations/Sales**

**User Acceptance Testing/
Business Consulting**

Cross Functional Teamwork

Project Management

**Requirement Gathering &
Documentation**

JIRA/ServiceNow

PROFILE SUMMARY

- A competent professional with **nearly 10+ years** of experience in **Sales Business Systems, Global Sales & Marketing Operations, Sales Enablement & Product owner**

- Translating functional requirement into test cases and preparing a **Detailed Test Plan** Specification utilizing knowledge of the functional application, Reviews of Test Cases and Documentation.

- **Interact with Business Units** across the globe through relationship teams and develop and/or modify business critical reports based on stakeholder requirements.

- **Devised data verification, quality methods and standard systems** & procedures for supporting Business Systems, Business Intelligence (BI) platforms, executing research strategies for maintain hierarchy in Salesforce mainly with the industries from Insideview, Duns & Bradstreet, etc.

- Experience in designing and implementing sales credit assignment in **SFDC, Oracle, Microsoft Dynamics & ServiceNow**.

- **Working on resolution management** and owning to be accountable for any issue raised, investigate, solution and suggest process improvements to eliminate future issues occurring by creating work arounds based on queries.

ORGANISATIONAL EXPERIENCE

SERVICENOW SOFTWARE TECHNOLOGIES INDIA PVT LTD,   **24th January 2022- Till Date**
Sr. Sales Business Analyst, Sustaining Business Systems

Key Result Areas:
- Act as a main point of contact on GTM systems across UX & engineering teams and delivered Projects and upcoming enhancements for CRM, CPQ, CLM, Compliance, Legal, SURF & PRM related issues.
- Analyze the functional and technical requirements from cross functional teams that fit to the business roadmap with the strategic goals.
- Host all Scrum Master critical functions meetings such as daily standups, sprint planning, grooming, tracking, and reporting critical sprint metrics.
- Developing and executing communications plans, and defining accountabilities, conduct user training and creating training documentation, provide ongoing user support, implement reports and dashboards, etc for 20 plus people projects.
- Lead key meetings with business stakeholders including requirement sessions, system demos, (UAT) user acceptance testing, end user training & IT developments for better understanding and guiding with the project management and communications.
- Conducting presentations of functional or technical information concerning specific projects scheduled and drive adoption and enablement sessions of changed or new systems and monitor compliance of users along with creation of the functional specific documents.
- Solved the complex business problems and make impactful recommendations to translate business processes and policies into clear business flows and systems requirements to ensure flawless execution on project deliverables.
- Drive internal productivity and enhance the external customer experience resulting in improvement for Business decision making process for Project & scrum releases to go-live.
- Maintain internal backlog of feature requests using Agile/SCRUM practices, communicate status to end users; track and analyze issues for prioritization.

VERITAS SOFTWARE TECHNOLOGIES INDIA PVT LTD, PUNE   12th August2019- 17th January 2022
Business Systems Lead, Global Business Operations

Key Result Areas:
- Create policies and procedures for the team to follow to keep operations running successfully. Hire, train, and manage a team to support business operations. Ensures a safe, secure, and legal work environment.
- Creating and maintain a product roadmap that outlines the key features, enhancements, and milestones for the product's evolution. Monitor and track product development progress, ensuring that it stays on schedule.
- Maintains quality service by enforcing quality and customer service standards, analysing and resolving quality and customer service problems, and recommending system improvements.
- Main point of contact on business systems within and across the teams and familiar with integration points, platform issues, upcoming enhancements, customization and data flows for CRM, CPQ & PRM related issues. Collaborating with IT team to solve the issue for the smooth functioning of sales tools.
- Participating in key meetings with clients including requirement sessions, system demos, (UAT) user acceptance testing and end user training & IT developments. Conducting presentations of functional or technical information concerning specific projects scheduled and drive adoption and enablement sessions of changed or new systems and monitor compliance of users along with creation of the functional specific documents for better understanding and guiding with the project details.
- Identify solutions, evaluate costs and benefits, develop recommendations for systems enhancements, and develop a detailed project plans to track deliverables in JIRA and updating the JIRA for stakeholder reviews & comments/enhancements.

RED HAT INDIA PRIVATE LIMITED, PUNE   21st February 2018- 2nd August 2019
Data Information Analyst, Global Business Delivery

Key Result Areas:
- Actively involved in conducting User Accepting Testing (UAT) on Salesforce cycles with users and stakeholders on different projects on a global level and preparing Standard Operating Procedures (SOPs) on the requirements.
- Extracting data from Redshift using SQL queries for QBR reports. Generating "Quarterly Business Review" (QBR) reports to present the current market situation of their products using MS-Excel that basically deals with Pivots, Lookups, Charts, graphs.
- Approving the changes as requested by the Partners, Sales Rep or the PSM in the Salesforce CRM as requested. Also working on the forecast created by the Sales rep for the opportunities based on the case query.
- Tagging the opportunities to SSI scoping based on the validation from different roots in Salesforce and Oracle along with the ongoing data validation, Consolidation, cleansing and maintenance in salesforce.com.
- Commercial Scoping and Enterprise Scoping based on the Rules of Engagement designed by the Stakeholders and than updating the accounts in Salesforce.
- Territory wise mapping the Key Value updates in Salesforce based on the stage.
- Taking initiative and working on "Strategic" and "Enterprise" dataset with the Deal Desk team for some analysis on the Known and Unknow potential.
- Extracting data from Qlikview as per the requirements mentioned by the Stakeholders and also for preparing the Renewal Metrics Data for Quarterly Business Review.

SYMANTEC CORPORATION PRIVATE LIMITED, PUNE   3rd November 2014-14th February 2018
Sales Operations Analyst, Global Sales & Marketing Operations

Key Result Areas:
- Extracting reports from SFDC from the different accounts which are in the Sales Pipeline. Created reports in business intelligence and pulling reports from SFDC from the different accounts which are in the Sales Pipeline.
- Work directly with marketing, channel sales managers, and resellers to design and execute innovative joint programs that engage partners' customers, build awareness, generate qualified leads, and drive new business.
- Work with channel sales managers to understand and provide support with overall territory and reseller planning to ensure optimized activity to grow the business.
- Report and analyze channel sales and marketing programs, promotions, and overall reseller performance and provide insights to help grow the business.
- Assess and design the change management involved and get buy-in from local and regional stakeholders. Define training plans, organize training needed and assist in creating robust documentation of the processes, including detailed

operational procedures. On calls support to engage with multiple stakeholders across the company to ensure all processes and requirements were accurately defined.

- Recommend changes for Salesforce CRM for the partners to access it easily, i.e. user friendly on calls with the Stakeholders.
- Ability to analyze functional requirements, translates them into test cases, and prepares a Detailed Test Plan Specification utilizing knowledge of the functional application, Reviews of Test Cases and Documentation.
- Work with IT to validate analysis for future enhancements/releases/new development efforts. Production and review of test plans for new developments/releases/reports. Functional testing of new developments / releases with the help of the IT. Analysis of new business requirements for client specific enhancements. Responsible for Sales Force -CRM/ PRM Process / Training /Enhancements
- Responsible for leading testing cases, ensuring that issues are identified, tracked, reported on and resolved in a timely manner. Assisting the Stakeholders and Partners in defining the scope and defining business rules of the project. Also assisted in gathering business requirements, doing gap analysis and documents them textually or within models.
- Interact with Business Units across the globe through relationship teams and develop and/or modify business critical reports based on stakeholder requirements.

Achievements
- Applause Award - Received applause award for creating the Standard Operating Procedure & Process Flow for the team members, Social Media Marketing & Stakeholders to work on the process.

iRESEARCH SERVICES PRIVATE LIMITED.   14th October 2013- 30th October 2014
Research Analyst - (Lead Generation)

Key Result Areas:
- Analysts apply mathematical models and statistical techniques to analyze large amounts of data, and prepare reports of their results.
- Manage data for new and prospective clients in Salesforce, ensuring all communications are logged, information is accurate, and documents are attached.
- Build and cultivate prospect relationships by initiating communications and conducting follow-up communications to move opportunities through the sales funnel.
- Work with the Regional Sales Directors and VP of Sales to develop and grow the sales pipeline to consistently meet quarterly revenue goals.
- Collect data points through multiple sources using a mix of qualitative and quantitative approach thus building up a consultative report after analyzing the data.

SKYNET COMPUTERS PRIVATE LIMITED.   2nd May 2011-20th March 2013
Sr. CSE & BDE

Key Result Areas:
- Responding to inquiries from staff, administrators, service providers and outside vendors and etc. to provide t echnical assistance and support.
- Good understanding of OSI Model, TCP/IP protocol suite (IP, ARP, ICMP, TCP, UDP, SMTP, FTP, TFTP).
- Knowledge of hardware tools like servers, printers, VoIP, networking and telecommunications devices.
- Configuring and troubleshooting Microsoft Outlook and Outlook express.
- Maintain a current and accurate knowledge of competitor products, be able to highlight their disadvantages and promote relevant benefits.
- Effectively communicate with clients via telephone, face-to-face and written communication.
- Be able to demonstrate a full knowledge of all products, relevant selling points and benefits.

ACADEMIC DETAILS

- ITIL foundation certified
- Project Management Training Certificate
- M.B.A. in Marketing from Pune University
- B.E. in Electronics from Pune University

- B.C.A. from IGNOU

IT SKILLS

Languages	• C, SAP-ABAP, SAP-BO.
Databases	• MySQL, MS-Access, Advance Excel, RDBMS, SFDC/Salesforce, Oracle 11i & Oracle R12, Qliksense, Tableau, SURF, Callidus CPQ, Dynamics CRM
Operating Systems	• Windows XP, Vista, Windows 7
Installations	• Installation of OS and all types of application software, Physical networking, LAN setups.

PERSONAL DETAILS

Languages Known : English, Marathi & Hindi
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