



Gaurav Ahluwalia

Senior Consultant

Contact

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Skills

E-Commerce



Advanced

Digital Marketing



Advanced

Product Development



Upper intermediate

Business process re-engineering



I am a digital strategy professional with more than six years of hands-on experience in delivering end-to-end CRM implementations for various clients such as: Nokia, Exxon Mobil, Relaxo Footwear, Indiabulls and VMware. I was part of the team that built India's first digital lending platform - Indiabulls Dhani mobile application. Apart from BFSI, I have also worked on projects in the oil and gas, real estate, media and technology domains. I have experience in agile project management, scrum, salesforce CRM, client and vendor management, requirement gathering as well as delivering complex digital solutions that help fulfill client requirements. My willingness to challenge my own ability has helped me create results beyond what was expected of me, in the very early years of my career. It has also helped me develop lasting relationships with the people I have worked with.

Work History

2021-12 -

Senior Consultant

2023-09

EY Consulting, New Delhi

- Worked with **Nokia** to develop a customized order orchestration solution on the SAP Commerce platform.
- Determined areas for improvement and implemented processes to alleviate problems.
- Streamlined key process for entire department by implementing method to improve efficiency.
- Implemented a salesforce application (SFA) and a distributor management system (DMS) for **Relaxo Footwear**.
- Developed a sales process for **Bunge** that could be replicated across different regions.
- Worked with **IDFC First Bank** on their bank wide digital strategy and customer experience management.
- Helped **Relaxo Footwear** revamp their existing CRM through implementation of Salesforce Sales, Community and Service Cloud.
- Worked with **Exxon Mobil Indonesia** to implement Salesforce B2B Commerce.
- Helped projects across the practice adopt agile project management by helping set up JIRA and Confluence.

2020-10 -

Project Manager

2021-06

Docmation Technologies Private Limited, Chandigarh

- Worked on an internal project to develop a connector to help integrate **Salesforce CPQ** and **B2B** with **NetSuite**, a popular ERP system.

Advanced

B2B Commerce



Advanced

Customer Experience



Upper intermediate

Business Development



Upper intermediate

Business Process Transformation



Advanced

Business Process Owner

Perspective



Advanced

Distributed Retail Strategy



Advanced

Designing Sales Processes



Advanced

Vendor Management



Upper intermediate

Agile Project Management



Advanced

Languages

English



Advanced

Hindi



Advanced

Punjabi



Intermediate

- Worked on a **product accelerator** to extend the standard functionality of **Salesforce B2B** and **CPQ** by introducing support for **subscriptions**.
- Worked on a project with **Trimble** to revamp their existing Salesforce **Education training web portal** in the **EMEA** and **Americas** regions.

2019-05 -

2020-07

Management Consulting Analyst

Accenture Consulting, Gurugram

- Provided **on-site** support in **Riyadh, Saudi Arabia** for the day to day operations of an **e-invoicing platform (B2B)** for **Saudi Payments**.
- Conducted and managed daily scrum calls with the client team to update them on any outstanding issues.
- Lead the weekly project sprints and documented the business requirements (BRD) and was involved in the **product development**.
- Implemented agile project management across projects through the use of tools such as **JIRA** and **Confluence**.
- Monitored a range of **operational metrics** and performed **root cause analysis** when any problems were encountered.
- Made presentations for the senior management highlighting the key metrics at regular intervals.
- Did the end-to-end testing for the **integration** of IVR and Salesforce for the service cloud implementation at **Uber Eats** for the **US** and **Canada**.

2017-04 -

2019-03

Business Analyst

SaaSForce Consulting Pvt. Ltd, Gautam Buddh Nagar

- Implemented Salesforce CRM for companies in the lending (**Indiabulls Ventures Limited**), real estate (**Lodha**) and media industries (**BCCL**).
- Did the end-to-end implementation for both **B2B** and **B2C lending** applications for **Indiabulls Ventures Limited**.
- Was a member of the core team that created India's first digital lending platform - **Indiabulls Dhani** application.
- Have experience in leading weekly sprints and documenting business requirements (BRD) as well as in **product development**.
- Led the daily scrum calls with the client and documented the user stories as well as the use cases in **Atlassian JIRA** and **Confluence**.

- Was responsible for salesforce configuration as well as the review of test cases during the UAT stage.
- Helped with the **post release support** and the monitoring of critical **operational metrics** for the clients.

Education

2007-05 -
2012-09

Bachelors in Engineering: Mechanical Engineering

Thapar Institute of Engineering And Technology - Patiala

Was a part of the college debating society. Passed out with a cgpa of 6.16 on the 10 point scale (equivalent to 61.60%).

2015-05 -
2017-03

MBA: Finance And Operations

Goa Institute of Management - Sanquelim

Passed out with a cgpa of 6.2 on the 10 point scale (equivalent to 62%)

Certifications

2019-12

Salesforce Certified Marketing Cloud Specialist

2019-08

Salesforce Certified Service Cloud Consultant

2018-09

Salesforce Certified Administrator - (ADM 201)

Internships

- I did my internship in the retail branch banking division of HDFC Bank between the months of April and June 2016.
- As part of my internship I did a project on the competitive analysis of the HDFC mobile banking application vis-a-vis other applications.
- I also did a project on customer risk profiling.