



Suparna Ghosh

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SUMMARY:

Hands-on expertise in Salesforce.com business requirements gathering, data analysis, Implementation, configuration, release management, deployments, user acceptance and test planning. Excellent communicator, able to easily interact with all levels of management, peers, and staff internally and with customers.

PROFESSIONAL QUALIFICATIONS:

- Plan and manage the end-to-end delivery of an SFDC solution
- Expertise in Salesforce.com implementation, configuration, and customization including: Salesforce.com Marketing, Sales, Service platform along with Analytics
- Expertise in Apttus CPQ & Approval Management implementation. Knowledge in APTTUS Constraint Rule, Price Matrix, Price Rules, Approval Process, Approval Rules
- Proficient in Software Development Life Cycle (SDLC), Software Test Life Cycle (STLC) and Test Methodologies in both Waterfall & Agile.
- Extensive experience in writing BRD, Functional Specification documents, and project management and Understandings application functionality.
- Adopted & executed Agile/Scrum methodology using system like JIRA, ServiceNow
- Worked effectively and closely with several project managers and as a Lead to co-ordinate, track and monitor project progress and stay align with business objective and Timeline.
- Be in a leadership role and be an SME on solutions regarding SFDC
- Highly motivated team player with excellent analytical, problem solving, interpersonal and communication skills

SOFTWARE SKILLS:

Application	Sales Cloud, Service Cloud, SFDC Portal, Apttus CPQ, Apttus CLM, Apttus Approval, Service Now, JIRA
AppExchange	LucidEra, SAVO, Apex Data Loader, Excel Connector, IS.com, Sales PRISM, DiscoverOrg , EchoSign, X-Author for Excel, SFDC Wave Analytics, SKUID
Platform & Tools	Quality center 82/90, TestDirector80/76/72/70, Clear Quest
Languages	SQL
Microsoft-Suite	MS-Word, MS Excel, MS-Project, MS Outlook, SharePoint, MS-Visio,

CERTIFICATIONS: Certified Scrum Master; Certified Scrum Product Owner; Salesforce.com (Admin, Advanced Admin, Sales Consultant & Appbuilder); Apttus CPQ Product Certified

EDUCATIONS:

Post-Graduation - Master in Business Administration (MBA), India

Graduation – Bachelor of Commerce, India

ENGAGEMENT SUMMARY:

WORKDAY

Aprl'16 – Present

Sr. Product Manager/Functional Architect

Responsibilities

- Drive Sales Initiatives to Increase Velocity, scaling & growing business
- Accountable for driving end-to-end process from Project inception to steady state of production support, through entire lifecycle, collaboration within and across teams
- Establish "single point of contact" for providing application development, solution approach, planning estimates to the business partnership to make sure the capability is aligning with business objective.
- Lead a team of professionals (QA, Admin, Dev) to drive releases in Sales Road Map projects, day2day enhancement & bug fixes by establishing Best Practices, Agile methodology, testing, & UAT to ensure that design & development is aligned with Business requirement as prioritized.
- Work with specialist project managers, platform architects, and CRM developers to provide client solutions in complex environments

APTTUS

Sept'14 – March '16

Solution Architect - Professional Service

Responsibilities

- Engaged into CPQ (Configuration, Price, Quote) implementation Project for various clients to automate standard pricing, provide structure, flexibility and scalability to handle increasing customer demand.
- Engaged into CLM (Contract Lifecycle Management) implementation for systematically and efficiently managing agreements for various clients to maximize financial and operational performance.
- Design solution on establishing customer's complex pricing model to be able to generate accurate quote and align with existing business process.
- Work closely with Business stakeholders and Development lead to ensure the requirements met, issues prioritized and solution been provided to the end users.
- Managing and coordinating team in prioritizing & triaging customer CRs, setting up UAT platform as part of post go-live support.

VMware, Inc

Nov '12 – July'14

SR BSA/Sr. Process & Solution Engineer/Scrum Product Owner

Responsibilities

- Provide technical and business expertise in identifying, evaluating, and developing specifications and procedures to support all phases of the project(s) from BAS (Business Application Support) perspective and contribute in tool and support planning. Communicating to various stakeholders as necessary.
- Playing active role in Change Management process (Agile Methodology), prioritizing, Analyzing and interacting with business & Developers for sign off. Assess backlog.
- Participation in Roadmap Projects in terms of Project Scope Definition, project assessments, Stakeholder Impact Analysis, Cross-functional Dependencies-Biz functions and impact
- Support Stakeholder Impact Assessment, Functionality Demo, Business Testing (CRP, UAT, Smoke Test Scenario / Script).
- Lead training sessions within support teams located in different geographies. Developing training materials and conducting training sessions for internal users.

Fujitsu America, Inc, Sunnyvale, CA
Sr. Business Consultant/Analyst

Sept '11 – Sept '12

Project: Bank of America

1. Case Management- Level 3 Support

2. ICIS (Integrated Channel Intake System)

Responsibilities

- Work closely with Business and Development team to ensure the requirements met, issues prioritized and solution been provided to the end users.
- Perform the role of a lead consultant and address any Severity-3 issues within 48 hours that are reported for Case Management and Borrower Portal.
- Triage complex production issues and followed through to closure related to Salesforce.com.
- Performed customization of application throughout development phase as ICIS is a full-fledged customized application built in SFDC in order to manage, track and monitor the any Bank Of America projects status and any change control requirements.
- Participated in requirement gathering, designing (visio) session on everyday basis. Worked on Data Migration and Analytics.

3PAR , a Hewlett Packard Company
SFDC Admin/ IT Business Analyst (Sales)

Jan '09 – Aug '11

Fremont, CA

Responsibilities

- Facilitate discussions with Sales organizations, channel business to define and document business requirements and Act as a liaison between client and technical solutions/support groups
- Participate in various phases and work closely with Merger & Acquisition activities.
- Propose potential solutions against business needs including new functional add-ons, configuration (CRM & Partner portal), customizations and/or additional development
- Generated Reports & Dashboards for key business users.
- Create business system requirements, design documents (visio), customer acceptance test plans and post implementation plans
- Manage analytical resources, schedule project work, assign projects and tasks to team members, and report overall team status and accomplishments to management
- Support day-to-day systems and interfaces issues. Resolve day-to-day IT tickets submitted by all internal employees for Salesforce.com related issues and requests
- Work directly with external customers to implement new technology and resolve customer service issues
- Mentoring and conduct training sessions for internal customers, primarily Sales and Marketing

Mansa Systems
(Project : 3PAR Inc & Lincoln Financials)
Business Analyst – Salesforce.com

Jan'08 – Dec '08

Fremont, CA

Responsibilities

- Deep understanding of Sales processes from a functional perspective and translating these to config/development specs on Salesforce.com platform
- Assisting data migration from Homegrown system to SFDC
- Working closely with Sales operational and development team, helping in creating dashboards, Analyzing Reports
- Perform Admin task for supporting sales
- IT liaison for any Salesforce.com related third-party integration projects
- Developing, implementing & testing on the Sandbox environment

BetaSoft Systems Inc (Project: Mattson Technology)
QA Analyst, **Fremont, CA**

Oct '06- Jan '08

Responsibilities

- Developed Test Plans, Test cases and Test scripts for both positive and negative tests and documented it in a word/doc file
- Documented technical Specs and developed test plans and test scripts
- Responsible for Installation of Build before start testing on almost regular basis
- Extensively performed Functional testing, Integration testing, System testing, Regression testing and Data driven testing
- Interaction with development team lead to report defect metrics, status, severity and weekly status report and documented complete Release notes