# Pravish Shetty

29 | Male

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## Profile Summary

- **ECBA** certified **Business Analyst** with **68 months** of work experience providing ssCRM solutions for the **Telecom**, **Life Insurance** and **SAAS** industry using market leading products like **Oracle's Siebel, CRMNEXT** and **Salesforce**
- Expertise in **requirement elicitation & collaboration, business analysis planning & monitoring, requirements lifecycle management, requirement analysis & design definition (RADD)** and **solution evaluation**

## Professional Experience

**Accenture**                 **Business Integration and Arch Team Lead**                 **July 2019 to Present**

- As a **Product Manager** was instrumental in driving the requirements gathering process for a **leading North American SAAS provider**, identified gaps to **rationalize existing systems**, and captured **business requirements**
- **Lead a team of 5 Product Managers** and conducted **workshops** and **interviews** with Business Leaders based out of multiple geographies to gather business requirements for a major IT **M&A** project involving **Salesforce CPQ**
- Part of critical **Chief Digital Transformation Office (CDTO)** team which was conceptualized to deliver major transformational projects like **IT M&A** and to align applications to global SaaS standards and industry best practices
- Documented the requirements in **User Stories** which covered the **Configuration, Pricing and Quoting** aspects of the **Feature Roadmap** and gave walkthroughs to Product Owners who delivered technical **Salesforce CPQ** solutions
- Gained thorough understanding of **Sales Journeys** in CRM including **Lead to Opportunity** and **Quote to Cash** cycles
- Conducted Brainstorming sessions with **Order to Fulfillment** Product Managers to document **E2E** process flows
- Worked with Project Managers to **prioritize requirements** for Feature Roadmap & get sign-offs from Business Heads
- Delivered presentations for requirement **walkthroughs** and liaised with Business heads for CRM solution buy- ins
- **Re-engineered** the Global Deployments process which reduced manual Quote creation efforts by a minimum of **50%**
- Presented decks to **Sales Directors** on feature roadmap to automate CPQ processes and align them to SaaS standards
- Single handedly managed the **UAT** by facilitating the execution of scripts assigned to 40+ Users across geographies
- Gained indept knowledge on **SAAS standards** like **Global Deployments, Co Terming and Deployment Window**
- Worked with Change Management teams to fine tune **Product feature launch communications** and process flows

**CRMNEXT**                 **Consultant**                 **Aug 2016 to Apr 2018**

- Worked on a major CRM transformational project for an **APAC** Insurance client, which enhanced the **cross selling** abilities and potential customer reach by upto **45 times** by merging its Banking and Insurance customers base
- Liaised with clients to understand key **business process issues** and **elicitate high level business requirements**
- Analyzed existing processes and **suggested solutions for business process improvements** using enterprise CRM
- Worked on the **Sales, Service and CPQ** modules of CRMNEXT and sunsetted legacy Pivotal CRM and core systems
- Designed the 'As-Is' and 'To-Be' workflows for the CRM transformation using diagramming software like **MS Visio**
- Prepared **technical solution documents, requirement traceability matrix** and performed **Fit/Gap analysis**
- Designed and **Configured** the solutions in CRMNEXT and validated that they were in-line with business needs
- Was instrumental in implementing the **CTI Integration** of CRM with 4 outsourced Call Centres for Renewal calling
- Documented **stakeholder requirements** and broke it down into **functional and non functional requirements**

**Tech Mahindra**                 **Software Engineer**                 **Mar 2014 to July 2016**

- Interacted with business leaders of a large **European Telecom service provider** to gather requirements in the **BSS domain** and converted **High Level business requirements** into Low Level technical requirements.
- Implemented user stories using **Oracle's Siebel CRM** within the **Agile framework,** and worked on **the Billing & Payments, Duplicate Invoice, Disputes & Adjustments and Duplicate Invoice functionalities of the CRM.**
- Analyzed existing **Telecom** business process and gained high level understanding of **eTOM** framework and principles
- Re-Designed the Billing disputes process flow which reduced the flow iterations and customer waiting time by **27%**

## Education

| Degree | Year | Institute, University/ Board |
|---|---|---|
| PGPM (Marketing) | 2019 | Great Lakes Institute of Management, Chennai |
| B.E. (Computer Engg.) | 2013 | Fr. C. Rodrigues Institute of Technology, Navi Mumbai |

## Certifications

- ECBA (Entry Certificate in Business Analysis) by IIBA
- Licentiate (Insurance Institute of India)

## Tools

- MS Visio, IBM Blueworks, Bizagi ,HP Quality Centre, JIRA, Confluence