VIGNESH AMJ

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Salesforce CPQ Consultant / Business Analyst with overall **12+ years** of experience including CRM & Sales

3x Certified | Salesforce CPQ / QTC Consultant | 7x Superbadges | Agile BA | CSM | Ranger Trailblazer

Possess Strong Experience & Business Process Knowledge to drive Business transformation for Salesforce CPQ & QTC Implementation features

Expertise in Implementing CPQ / Billing / Sales Cloud & handling **global clients** across **Europe, Middle East & Asia** with 4+ years of extensive **CRM** experience in **client facing roles** with proven track record.

Career Summary & Highlights

- **As a Salesforce CPQ / QTC Specialist, successfully completed a Project from Scoping to implementation** for one of the largest Immigration service providers at Enterprise level for Sales, CPQ & Billing automation in MEA region
- Shall able to clearly articulate Business functionality how it can be mapped to SFDC CPQ / Billing OOB functionalities to design best practice solutions using Salesforce CPQ together with 3rd party applications.
- Strong Expertise in **CPQ** features like Product Catalog Optimization, Creation of Bundles, Assets & Subscriptions, Product Pricing, Pricing Waterfall Calculations, Discount Schedules, Quote & Quote Lines Configuration, Product and Price Rules Scoping & Configuration, Order Management, Contracting – Amendments & Renewals, Quote Template configuration, CPQ for PRM
- Possess ability to communicate with all levels of client resources across project management, executive needs, sales, pricing, order, and billing teams.
- Strong Expertise in **Billing (a) QTC** features Consumption / Usage based Pricing, Legal Entity Management, Configuration of Billing / GL / Tax / Revenue Recognition Rules, Credit / Debit Notes Configuration, Manual & Automated Invoicing, Invoice Processing & Payment Allocation
- Strong Exposure in integrating Conga Document Generator, DocuSign, Adobe Sign tools with Salesforce CPQ
- Experience in running meetings with business users and explaining the requirements to Technical team for their development
- Elicitation to interact and communicate with C-level executives
- Have played Scrum Master role in SFDC projects & Possess Good Knowledge of Salesforce Manufacturing Cloud
- Being from B2B sales professional, shall able to design flexible and scalable solutions that meet immediate business requirements, while setting up clients for long term success

Key Skills

Business Analyst: Requirement Management, Solution Assessment & Communication, Enterprise Analysis (As-is, Gap analysis & Solutioning), CPQ Solutions involving Best Scoping & Implementation Practices, System Integration & Functional Testing, Conducting UAT & End User Training

Functional Experience (Salesforce): Lead & Campaign Management, Account & Contact Management, Opportunities Management, Territory Management, Forecasting & Pipeline Management, Report & Dashboard Management, Partner Relationship Management, Product / Price Book Management and **CPQ / QTC** Functionalities Management

Tools: Docusign, Conga, JIRA, Prodly Moover, Visio, Dataloader, Github, Avara Tax Engine

Certifications

1) Salesforce CPQ Specialist
2) Salesforce Sales Cloud Consultant
3) Salesforce Administrator
4) Certified Scrum Master (CSM™), Scrum Alliance

Superbadges

1) Salesforce Billing Specialist Super Set (Relevant **Superbadges** completed in Trailhead)
2) Salesforce App Builder Super Set (Relevant **Superbadges** completed in Trailhead)

Languages

1) English, Hindi, Tamil & Telugu
2) German (A2 Level)

Professional Experience

- Working as a Salesforce BA with Lofty Systems since Apr'2017
- Worked as a Technical Sales with RHI Magnesita from May'2015 to Jan'2017
- Worked as a Manager – Sales & Marketing with Calderys from Nov'2011 to May'2015
- Worked as a Team Member at Saint Gobain from Dec'2010 to Nov'2011
- Worked as an Engineer at Vedanta group from July'2007 to Nov' 2010

Work Experience

Apr 2017 - Present | Lofty Systems, India

Project 1: Client: Renowned Visa Service Provider, Middle East   **June 2018 – Present**

Role: Working as a Business Analyst for Salesforce Sales Cloud / CPQ Implementation Consultant

Scope: SFDC was implemented to automate the Sales & CPQ process through Agile Scrum Methodology

Key Responsibilities

- Spearheaded 2 Phases of CPQ & Sales Cloud End to End Implementation : Phase1 – Sales Cloud & Phase2 - CPQ
- Created different personas & configured Permission sets from Package which can be used to control User, Admin & Partner Profile access to CPQ Objects & records
- Configured Territories in Sales Cloud and Implemented CPQ in Multi currency environment as per business requirement
- As a part of Product Catalog Optimization step, Created Product Catalog, Differentiated Products as One-Time & Recurring, Categorized Products (based on Product Families, Market Segments, Business Logic Distinctions, Billing Differences) and Collapsed Product SKUs (based on Volume/Term Bands, Product Attributes)
- Created Bundles & Configured its design by grouping products, enabling dependency, quantity relationship, exclusions & thereby streamlined business process to enforce business rules
- Speeded up Quoting Process to ensure Order accuracy & provided feedback to Sales team using Product rules
- Utilized following OOB **CPQ** features :-
  - **C**onfigure : Product Catalog Categorization (Assets & Subscriptions) & Optimized using Option Constraints, Configuration Attributes, In-line Attributes, Global Attributes, Summary Variables, Scoping Product Rules & its Types / Components incl Lookup queries
  - **P**rice : List Price, Block Pricing, Cost+Markup, % of Total, Price dimensions, Discount Schedules, Option discounts, Pricing logic configurations (Price waterfall Calculations), Price Rules Configuration incl Lookup queries
  - **Q**uote : Custom Actions in Quote, Quote Line Editor, MDQ, Template content / Quote Template Configuration, Conditional Printing in Quote Doc
- Advanced Approval Configurations : On basis of Approval Matrices, Configured Advanced & Parallel Approval Processes
- Streamlined Order Management in line with Contracting Process to facilitate Amendments & Renewals
- Integrated Docusign for Quoting process & Conga Invoice Generator for Invoicing process
- Implemented customized solution for Pricing using Quote Calculator Plug-in (QCP) for pricing customization in order to meet business requirements by coordinating with development team.
- Developed user stories and built to-be process flows to support the design and development of solution
- Briefed the requirements to the technical & testing team to implement the solution & Reviewed the test cases to ensure it covers the various test scenarios
- Anchored the Sprint demo sessions and provided demo to the client
- Interacted with peripheral systems to build related integrations b/w SFDC and ERP/DWH
- Designed Junction Objects & Implemented various advanced fields like Picklist, Custom Formula Fields, Field Dependencies, Validation Rules, Work Flow, Advanced Approval Processes for automated alerts, field updates and Email alerts as per business requirements
- Trained the end users in the application

Project 2: Client: Renowned Trading Group, Middle East   **Apr 2017 – May 2018**

Role: Worked as Business Analyst / Salesforce Administrator for SFDC Implementation (Include only Sales cloud)

Scope: This project implemented to automate the Account, Opportunity, Territory management and Sales Forecasting Analysis using Sales cloud in Agile methodology

Key Responsibilities

- Collaborated with Product Owners to analyze and document current / future-state BUSINESS processes for User stories refinement / prioritization process & allocation of same to various sprints
- Created various Profiles, Roles, Page layouts and configured permissions based on the organization hierarchy requirements
- Took ownership of functional issues by identifying underlying problems, analyzed potential solutions & implemented system resolutions, including feasible workarounds
- Configured Custom objects, Custom fields, Entity-Relationship data model, Sales Path, Record Types, Custom Tabs and Components to suit the needs of the application
- Enabled Enterprise Territory Management along with Collaborative Forecasting & ensured Sales team using Forecasting functionality for their respective Territory as Forecast Manager / User
- Mapped master, operational & transactional data from various external systems/sources in Salesforce
- Responsible for cross-functional program integrations for business support & delivered high impact strategic deployment results for the client including sales transformation & roadmaps via Salesforce.com
- Managed activities between customer, senior management team, implementation team, engineering & technical support to resolve critical issues during initial implementation & post go-live
- Leaded the offshore development team with daily interaction to ensure timely progress & solution delivery to the client
- Performed Configuration activities like User/Profile Creation, Sandbox refresh, Validation Rule, Process Builder, Flow, Workflow Rule, Process Builder, Approval process, Assignment/ Escalation Rules
- Created Workflow Rules & defined related tasks, time triggered tasks, fields updates & Email alerts to automate process for meeting business logic
- Briefed the requirements to the technical & testing team & Validated the System Test Cases to ensure that all business scenarios are tested
- Led the UAT execution & triaged the defects.
- Initiated the release planning by defining MVP scope for the 1st release and built plan for subsequent releases

May 2015 - Jan 2017 | RHIM, UAE | Technical Sales

Key Responsibilities
Key Accounts Management, Business Development, Sales and Channel Management, Contract Management, Market Research

Highlights
- Was Key member of Global team which was responsible for evaluation of POC's submitted by leading CRM companies
- Played key role in preparation of "A proposed framework for CRM System Evaluation" with various Stakeholders
- Provided functional requirements of Sales / Service process for Middle East Office & reported to Corporate IT team during initial phase of Salesforce Implementation project
- Successfully retained and renewed supply contracts with customers previously served via agency contributing revenue of $1 million/ year.
- Set-up and developed business in Oman, India and CIS market, building sales pipeline and securing orders from major cement industries in MENA, India and CIS region.
- Successfully secured new orders of >$1 Million even though RHIM was new player to Middle East, India & CIS region

Nov 2011 - May 2015 | Calderys, India | Manager (Marketing & Sales)

Key Responsibilities
Key Accounts Management, Business Development, Market Analysis, Channel Partner Management

Highlights
- Standardized the sales reporting process and reports from Region to Country level
- Retained market leadership in special range products, with year-on-year increase in sales
- Revamped internal processes to ensure zero-defect tenders, resulting in significant jump in technical approvals.
- Generated sales of $2 million by strategically focusing both niche & conventional products.
- Retained market leadership in special range products, with 15% year-on-year increase in sales

Jul 2007- Dec 2010 | Sterlite Copper (Vedanta Group), India | Engineer - Production

Key Responsibilities
Maintenance Planning/Execution, Material Management, Contractor Management

Highlights
- Was responsible for maintenance of furnaces by managing team of 50 people
- Had successfully executed shut down projects in stipulated timeframe (>300 people involved)

Academic

B.Tech | Ceramic Technology | AC College of Technology (Anna University, India)