Imranahmed Petiwala

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Senior **Growth & Transformation strategist/leader** with over 18 years of experience in **Digital Transformation**, **Enterprise Architecture, Solution Design, Program/Delivery Management, Customer Relationship, Pre Sales, building & managing QTC (Quote to Cash) Practice, CPQ, CLM, ERP & CRM practice**. Other key skills include Estimation, proposal making of small/large opportunities, Revenue/Cost budgeting/planning and managing critical & high volume accounts in a distributed environment across different locations.

SUMMARY: -

- Total IT Experience of **18 years (Onsite Experience at UK, USA, Norway, Germany, Switzerland and all over Europe.**
- Having 8 years of experience in **Leading Growth & Transformation Programs** following AIM, ITIL, Scaled Agile and other agile software development methodology.
- Extensive Experience on Salesforce, CRM and Quote to Cash domain (CPQ, CLM, Billing and Revenue Recognition) and other Cloud based technologies around SaaS, PaaS, IaaS
- **10+ years' experience in implementing and managing Digital Transformation Programs for ERP & CRM**
- Help **build a global delivery practice around QTC – Quote to Cash** on Salesforce Platform using Apttus and Salesforce CPQ, Revenue Cloud. Apttus and Salesforce CPQ certified.
- Provide recommendations to leadership on resourcing, direction, and technical development of the QTC practice
- Shape customer expectations and deeply align outcomes with customer requirements with a focus on business value
- Advise Client on standards to help guide and solidify a given design Use expertise and standard methodologies to bridge vision and desired state to global architecture and delivery requirements
- Facilitate appropriate workshops to gain business and technical requirements, current and desired states, and deliver a best-practice based program definition.
- Taking care of project initiation, scoping, hiring and timely delivery as per requirements & SLA
- Organize periodic training for the employees as well users for effective knowledge sharing and upgradation of technical knowledge for the utilization of resources in cost effective manner.
- Review the business scenario and facilitate IT budgetary control environment in line with the business strategy.
- Worked with sales and management teams for renewal of contracts and new bids along with providing estimations
- Strong process orientation, project planning and monitoring of the management of deliverables/milestone under cost, quality, SOW preparation and schedule constraint
- Extensive experience in On – Site / Off – Shore coordination. Lead a 50 (5 Onsite: 45 Offshore) members team.

WORK EXPERIENCE: -

- **Currently** I am working as **Quote To Cash Practice Lead/ Enterprise Architect** with Tata Consultancy Services. Since September 2017.
- **Previous Experience:** From Apr-2014 to Sep-2017 as **Sr. Solution Architect** with **Apttus** Software Private Ltd.
- **Previous Experience: -**From Nov-2007 to April-2014 – **Span Infotech (India) Pvt. Ltd.,** As Delivery Manager/Sr. Principal Architect
- **Previous Experience: -** From July-2006 to October-2007 - **T-Systems India Pvt. Ltd.** (Pune).
- **Previous Experience: - From Feb-2005 to Jun-2006 - Recreate Solutions.**
- **Previous Experience: -From Jul-2003 to Jan-2005 - Applitech Solution Ltd.**

Responsibilities as Quote To Cash Practice Director

- Built and Lead QTC Practice
- Work with customers to define industry standard Lead\Quote\Order to Cash process covering Front Office and Back Office Processes.
- Thought leadership and advise strategic solutions for the clients
- Partner with sales and delivery teams on account strategy and offering planning
- Identify and review opportunities and prioritize activities to optimize realization of pipeline
- Participate in sales support as part of and/or leading a pursuit team
- Defining Corporate and GoTo market Strategy
- Competency management and career progression for senior roles like Tech Led, Tech Architect and Solution Architect etc..
- Design/review Enterprise Application Architecture to ensure Applications perform as desired and as per the requirement.
- Driving Implementation to provide Competitive Market Advantage through better Decision Making.

[1] Title	**Lotus Order Capture**
Client	Thomson Reuters
Description	Implementation of Order Capture Solution using Apttus CPQ, CLM and eCommerce
Platform & Technologies used:	Salesforce, Apttus CPQ, CLM & eCommerce, S4HANA, DellBoomi
Role & Responsibilities	Enterprise Architect • Defining Enterprise landscape of business • Working with Solution Architect to define End to End Lead to Cash process covering Salesforce, Apttus and S4HANA • Design and Process Reviews, Customer Management
Duration	Nov 2017 till date

[2] Title	**CPQ**
Client	GE Healthcare
Description	Implementation of CPQ Solution for GE Healthcare. GE Healthcare Manufactures and distributor of diagnostic imaging equipments and radiopharmaceuticals for imaging modalities that are used in medical imaging procedures. CPQ enables GE to sell their devices in robust manner
Platform & Technologies used:	Salesforce, Apttus CPQ
Role & Responsibilities	Enterprise Architect • Working with Solution Architect for Requirement Gathering, and Solution Design • Design and Process Reviews, Customer Management
Duration	Sep 2017 to Dec 2018

[3] Title	**Quote to Cash**
Client	JDE (Jacobs Douwe Egberts, Netherlands)
Description	Implementation of Quote to Cash solution for their Retail, Direct and Indirect business.
Platform & Technologies used:	Salesforce, Apttus CPQ, Apttus Billing, Apttus CLM and Apttus Rebate
Role & Responsibilities	Lead Solution Architect and End to End flow process owner - Defining business process together with Business team - Requirement Gathering, Solution Design - Customer Management
Duration	Nov 2016 to Sep 2017
[4] Title	Quote to Cash
Client	Eniro - Sweden
Description	Implementation of Quote to Cash solution as a part of Business process change program with objectives of fine tuning and optimizing whole Quote to Cash lifecycle covering Lead generation, Quote configuration, Billing and Revenue Recognition.
Platform & Technologies used:	Salesforce, Apttus CPQ, Apttus Billing and Revenue Recognition
Role & Responsibilities	Lead Solution Architect and EM - Requirement Gathering, Solution Design - Customer Management
Duration	May 2016 onwards
[5] Title	Quote to Cash
Client	WEF – World Economic Forum
Description	Implementation of Quote to Cash solution as a part of overall BPT program.
Platform & Technologies used:	Salesforce, Apttus CPQ, Apttus Approvals, Apttus CLM, Apttus Billing and Revenue Recognition
Role & Responsibilities	Lead Solution Architect and EM - Requirement Gathering, Solution Design - Customer Management
Duration	August 2015 to June 2016
[6] Title	CPQ
Client	DSV – Leading transport and logistics service provider
Description	The DSV is a global supplier of transport and logistics solutions with offices in more than 70 countries and an international network of partners and agents.
Platform & Technologies used:	Salesforce, Apttus CPQ, Apttus Approvals
Role & Responsibilities	Solution Architect and Project Manager Requirement Gathering, Solution Design

- Implementation
- Guidance to Partner implementer

Duration	October 2014 to July 2015

[7] Title	**Quote to Cash Solution**
Client	**Schneider**
Description	Schneider Electrics to transform their technology platform to support a global solution to manage their growing Software as a Service (SaaS) business. Focusing on "Digital Services" and "Software" elements. The intention is to build an enterprise platform to support the full life cycle and processing of a Quote-to-Cash coverage
Platform & Technologies used:	Salesforce, Apttus CPQ, Apttus CLM, Apttus Billing Management, Apttus Order Management, Apttus Revenue Management
Role & Responsibilities	Solution Architect (Part of Solution Architect team)/PM - Requirement Gathering, Scoping and Project Initiation - Solution Design and Implementation - Coordinating with Product team on new features/requirements.
Duration	July 2014 to September 2014

[8] Title	**HSO**
Client	**Norway Health Department**
Description	HSO is one of the biggest R12 implementation in Europe for Norway health department covering around 17 hospitals. The overall solution is designed to address financial and logistical functions in each hospital and longer-term need to provide a modern platform for public health sector.
Technologies used:	Oracle E-Business Suite R 12.1.3, Oracle SOA Suite R11.1, Oracle BI APPS Release 7.9, ADF, Oracle WebCenter 11gR1 PS6 (11.1.1.7.0)
Role & Responsibilities	Senior Consultant and Project Manager - Project scoping, hiring, Managing schedule and effort variance - Client Communication, Customer and Team management - Requirement Gathering, Participation in Technical Design
Team Size	12 Members
Duration	May '2013 to March '2014

[9] Title	**Spenst-OeBS**
Client	**Norway Post**
Description	Norway post is the biggest postal service provider in Scandinavian region and their business is managed by Oracle Apps 11i. We have implemented almost all modules. Main modules are OM, AP, AR, GL, HRMS, and Inventory. It also has integration with other legacy application and 3rd party systems using JCAPS & Oracle SOA Suite.
Technologies used:	Oracle Site Hub, OAF, ADF, Oracle Reports, Discoverer, Oracle Warehouse Builder, Oracle SOA Suite, Oracle Forms\Reports, XML Publisher, JCAPS, BI-SAS, Datwarehouse, OIM, OAM
Role & Responsibilities	Senior Consultant, Team Lead, Project Manager and Tech. Architect - Project Initiation, scoping, staffing and execution - Deliveries as per SLAs - Client Communication, Customer and Team management - Design, Development and maintenance of existing application - Risk Management, Schedule and Effort variance - Transition and knowledge transfer to offshore team.

Team Size	45 Members
[10] Title	**eConnect**
Client	**Norway Post**
Description	SOA solution developed on top of Oracle SOA 10 g and JCAPS. Migration of Oracle SOA 10g to Oracle SOA 11g BPEL and OSB. Solution uses Oracle BPEL and OSB and JCAPS for Asynchronous publishing, routing, transformation and processing; Synchronous processing, providing service virtualization, complex transformations, performance tuning, monitoring scripts. Responsible for providing integration(EAI and MOM) based solution, maintenance of integration platform and solution and operations
Role & Responsibilities	Project Manager and Tech. Architect - Client Communication and Team management - Design, Development and maintenance of existing application - Transition and knowledge transfer to offshore team.
Team Size	15 Members
Duration	October '2011 Onwards (Ongoing Project)
[11] Title	**RUTE - Route Management System**
Client	**Norway Post**
Description	The Route Register contains all route information necessary to operate postal distribution (letters) and will handle core route information and it will be integrated with other systems sending and/or receiving route related information. It's implemented using Oracle's Master Data Management solution for Site Management, the **Oracle Site Hub**.
Technologies used:	Oracle Site Hub, OAF, ADF, Oracle Reports, Discoverer, Oracle Warehouse Builder, Oracle SOA Suite
Role & Responsibilities	Team Leader - Client Communication and Team management - Transition and knowledge transfer to offshore team. - Testing, Maintenance and Code Review.
Team Size	10 Members
Duration	February '2010 to April '2014
[12] Title	**FAR – Adresseregisteret**
Client	**Norwegian Postal Department**
Description	The FAR - project is to develop new address register on Oracle's Trading Community Architecture. It enables Post Department to handle and maintain country's Postal service with ease.
Development & Working Environment	Front-end**:** JDeveloper 9i – Page file in XML Format Back-end**:** Oracle 9i Framework:- **OAF – Oracle Application Framework, BC4J** Client Platform: Windows Server Platform: Unix
Role & Responsibilities	Senior Consultant, Team Lead, Project Manager and Tech. Architect - Client Communication and Team management - Requirement Analysis, Designing. - Technical and Functional Documentation (MD070 and MD050) - Creating OAF pages and Customizing & Personalizing them, Handling business events based on TCA architecture

- Overseeing all the Quality procedures and keeping track of development and resources and if any tech issue resolving them.
- Development around **CDH – Customer Data hub and MDM**
- **Continuous Integration – Automated build and testing using Hudson, JUnit and Selenium RC**

Team Size	12 Members
Duration	November '2007 to April '2014

[13] Title	**OSM – Operational Staff Planning**
Client	**Düsseldorf Airport**
Description	OSM enables airport to control and track the resource and shift management through one single application. **The system is being developed using Core Java, Swing, and BC4J and ADF.**
Role & Responsibilities	Senior Software Engineer • Designing,Coding, Implementation, Testing and Debugging.
Duration	April '2007 October '2007

TECHNICAL SKILLS: -

Oracle Technologies: - OAF – Oracle Application Framework, BC4J, ADF, TCA – Trading Community Architecture, Oracle Site Hub, CDH – Customer Data Hub, OeBS R11 and R12, DQM, Oracle ACMP, Oracle SOA Suite

Java Technologies: -   Core Java, Swing, JDBC, Multithreading, Design Patterns, Web Services

Cloud Technologies: - SaaS, Paas, Iaas

Others: - Salesforce, CPQ, CLM, automated built and testing using Hudson and Selenium RC, Maven, JDeveloper 9i/10g, Jbuilder 2005, Eclipse, JIRA, AgileZen, Forte 4.0, D2K, UML, SVN, Object Oriented Analysis and Design

EDUCATIONAL QUALIFICATIONS: -

1. **Master of Computer Application,** From Acharya Motibhai Patel Institute of Computer Studies, North Gujarat University, in 2003 with 67%.
2. **B.Sc. (Chemistry),** From Bhavan's R. A. College of Science, Gujarat University in 2000 with 60%.

PERSONAL DETAILS: -

Address: -   2211/1, Suigara's Pole, Panchkuwa, Ahmedabad-380001, Gujarat, India.

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Languages: -   English, Hindi, Gujarati, Urdu, German, Norwegian, Arabic.

Passport No: - J4545467

Visas: - Have valid visa for USA, UK and Europe.