

SHAHBAZ RAZA

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PROFESSIONAL SUMMARY

- Having 8 years of experience in Managing, Consulting, Configuration, Development and Implementation on various salesforce clouds. Good IT industry experience in Software Development & SDLC Process.

Customer & project Engagements.

- Responsible for assisting in the **planning phase of a project**. This can involve creating project plans, setting goals, defining roles and responsibilities, and establishing timelines.
- **Managing project resources**, including human resources, budget, and materials. They need to ensure that resources are allocated efficiently and effectively to meet project goals.
- Experience in Techno Functional Consultant with a proven track record in **consulting, customer engagements & client interactions** from both functional and technical stand points.
- Expertise in **requirement gathering, functional (FRD) and technical design documentation**, and efficient data management. Good communicator and strong advocate for error-free features and seamless deployments.
- Skilled in system **configuration setup, troubleshooting and managed data Validation** with reports and reconciliation process.
- Expertise in managing diverse modules and complex integrations. Adept **at mentoring team** and strategizing to resolve issues promptly for system stability.
- Proven ability to understand project workings & **collaborate with cross-functional teams**, providing technical guidance and expertise in Salesforce-related projects.
- Worked collaboratively and assisted with the **Presales** team to grasp client objectives thoroughly and customize Salesforce solutions to meet their specific requirements in various projects.
- Demonstrated proficiency in presales procedures, encompassing the comprehension of problem statements and managing **requests for information (RFI) and proposals (RFP)**.
- Having a deep understanding of the industry or field in which the project is being executed. Familiarity with project management software, collaboration tools, and other relevant technologies.

Skills Utilized:

- **Project Planning**: The ability to create detailed project plans, define scope.
- **Risk Management**: Identifying potential risks, assessing their impact, and developing mitigation strategies.
- **Quality Management**: Ensuring that project deliverables meet the required quality standards.
- **Change Management**: Adapting to changes in project scope or objectives and effectively.
- **Scheduling**: Creating and managing project schedules, setting priorities.
- **Decision-Making**: Making informed and timely decisions, even in high-pressure situations.
- **Financial Management**: Understanding project budgets, financial forecasting, and cost control.
- **Industry Knowledge**: Having a deep understanding of the industry in which the project is being executed.

Technologies	APEX Language, SOQL, SOSL, APEX Trigger, APEX Classes, Visual Force, data loader, Workflow & Approvals, Dashboards, Reports, lightning aura, LWC, Sales cloud, service cloud, community cloud, salesforce admin.
Functional/soft Skills	Requirement Gathering and Analysis, Functional and Technical Design Documentation, Data Management and Transformation, System Configuration Setup, Troubleshooting and Query Optimization, Client Engagement and Issue Resolution, Team Mentoring and Guidance, SF CRM Implementation, Plans for project mitigation and Pre-sales support.
AppExchange other tools & technologies	D&B Optimizer tool, Copado Salesforce deployment tool and Azure (DevOps tool) for tracking defect & User stories and reporting.

ACHIEVEMENTS & RECOGNITION

- Salesforce Administrator Certification, Bangalore.
- Recognition award & certificate of excellence for the SF Panasonic project at Marlabs.
- Achievement – Representing the Starr Insurance project on the RedExchange platform.
- Spot award for as token of appreciation in the Starr insurance project.

PROMINENT PROJECTS & EXPERIENCES

Marlabs Innovations Pvt. Ltd, Bangalore.

April 2022 – Sept 2023

Business Analyst / Techno functional consultant - Client, Starr Insurance.

Description: Starr Insurance Companies stands as a prominent insurance and investment entity, specializing in commercial property and casualty insurance along with travel and accident coverage. Operating across 124 countries on 6 continents. Navigating the complexities of both the 1.0 and 2.0 systems, and matching diverse features to meet specific requirements, demanded extensive effort.

Responsibilities:

- Led requirement gathering and analysis, efforts estimations, preparing detailed functional and technical design documentation, ensuring alignment with client needs and Salesforce capabilities.
- **Managed entire Starr insurance project** with critical modules like Account, Producer, and Opportunity and process like LicenseCheck, ReservationCheck etc. Defined & led the Hypercare process & support.
- Defined & Executed strategies for sprint mitigation plans, ensuring system stability. Guided junior team members on various technical & functional tasks, fostering skill development and team cohesion.
- Led interactions with clients to address challenges during implementation and testing of integration systems. Proactively identified and raised numerous defects during functionality merges, collaborating with business and architects and provided permanent solutions.
- **Supervised a team of 6 associate and senior engineers** while facilitating integrations with 35 external systems. Managed the integration processes for several stakeholders while efficiently cooperating across time zones.
- Defined and explained test scenarios, ensuring timely execution, ensuring data flow without any impact on the existing systems and validation of integration processes.

Marlabs Innovations Pvt. Ltd, Bangalore.

May 2021 – March 2022

Business Analyst / Techno functional consultant – Client, Panasonic Life Solutions (PLS India).

Description: PLS India, emerged from the union of the global electronics giant, Panasonic Corporation manufacture products in India. PLS India partnered with Marlabs for Salesforce Sales & Service Cloud adoption, with an aim towards streamlining and automating the B2B sales lifecycle across 6 business units. All sales processes, from Lead Creation and nurturing to opportunity management, conversions, negotiations, and order management.

Responsibilities:

- **Managed a high-performing team of 7**, overseeing critical **CAC and SSD modules**, showcasing exceptional leadership and proactive client engagement. Identified customer-reported problems with keen insight, effectively communicating issues and delivering enduring solutions promptly.
- Organized innovative contributions to Panasonic's CAC module, crafting diverse user stories with creativity and precision, ensuring punctual and high-quality solutions, while proactively managing Change Requests and fostering a collaborative learning environment among associates and software engineers.
- Conducted workshops and requirement gathering sessions to understand client needs and translate them into actionable Salesforce configurations.
- Collaborated with technical teams to design and implement custom solutions, ensuring seamless integration with existing systems.
- Actively participated in user acceptance testing (UAT) and resolved issues to deliver high-quality Salesforce implementations.
- Manage relationships with various stakeholders, including business owners, users, sponsors, and project teams.

- Create and maintain detailed documentation, including requirements specifications, functional specifications, and other project-related documents.

CAI Info India, Bangalore.

May 2020 – Feb 2021

Business Analyst – Client, Global Knowledge (United States).

Description: Global Knowledge (GK) is the world's largest provider of on-line trainings Headquartered in Cary, North Carolina, USA. GK delivers IT and business training courses to over 300,000 people every year in over 100 countries in classrooms, classroom, digital and virtual classroom formats.

Responsibilities:

1. Understanding Business Objectives:

Collaborate with stakeholders to understand the business goals, objectives, and challenges.

Conduct research to understand industry trends, best practices, and competitors.

2. Requirements gathering and Analysis:

Gathering and analyze and prioritize requirements to understand their impact on the business processes and systems. Translate business requirements into clear and concise documentation, including use cases, user stories, process flows, and mockups.

Identify opportunities for process improvement and efficiency within existing business processes.

Recommend and implement process changes to optimize business operations.

4. Stakeholder Management:

Manage relationships with various stakeholders, including business owners, users, sponsors, and project teams.

Understand stakeholder needs and expectations and ensure that these are addressed in the project deliverables.

Create and maintain detailed documentation, including requirements specifications, functional specifications, and other project-related documents.

6. Data Analysis: Analyze data to identify patterns, trends, and insights that can inform business decisions.

Use data analysis tools and techniques to support business recommendations and solutions.

CAI Info India, Bangalore.

Aug 2019 – April 2020

Business Analyst – Client, SafeExpress (Sales Automation).

Description: The application provides the complete CRM solution for an organization with custom built solutions. This is an automation application for marketing system that is used for tracking all the leads, opportunities, products, services, commissions, payments of an organization with custom built logic. The application provides a communication system set up inside & helpful to increase the relationship with the customers and sales representatives in the organization allowing the users to send messages, emails, file etc.

Responsibilities:

1. Understanding Business Objectives:

Collaborate with stakeholders to understand the business goals, objectives, and challenges.

Conduct research to understand industry trends, best practices, and competitors.

2. Communication and Collaboration:

Act as a bridge between business stakeholders and the technical team, ensuring effective communication and understanding between the two.

Facilitate meetings and workshops to gather requirements, resolve conflicts, and make decisions.

Collaborate with project managers, developers, and testers to ensure a shared understanding of requirements.

3. Documentation & Management:

Create and maintain detailed documentation, including requirements specifications, functional specifications, and other project-related documents.

Manage changes to requirements documentation and ensure that documentation is version-controlled and accessible to relevant stakeholders.

EDUCATION – THE OXFORD COLLEGE OF ENGINEERING, Bangalore

B.E in Computer Science & Engineering (2013 - 2015).

Place: Bangalore

Shahbaz Raza.