

## EDUCATION

- **Masters of Business Administration** (MBA) ,NYIT, New York, NY Graduated: December 2014  
Major: Finance
- **Bachelor of Engineering** - Sathyabama University - Chennai, India Graduated: May 2010  
Major: Computer science

## EXPERTISE

- Salesforce application design and architecture
- Expert in Lightning web Component
- UI: Lightning Design CSS, Bootstrap
- Expertise: Salesforce , Vlocity
- Programming Languages: Javascript, Apex, Visual Force
- Web services: HTTP Callouts, REST API, SOAP API, Future Apex, Scheduling Apex, Batch Apex
- IDE Tools: Visual Studio and Eclipse
- CI/CD: Jenkins, Ant, GIT, Bit-Bucket, Github.

## CERTIFICATIONS & AWARDS

- Certified Salesforce Application Architect
- Certified Salesforce Platform Developer-1
- Certified Salesforce Administrator
- Certified salesforce App Builder
- Certified Force.com Developer
- Finished Stage-1 and 2 super badges required for Salesforce Platform Developer-2
- Awarded Most valued performer five times in salesforce CARPOL project.
- Semi-finalist in New York state business plan competition for TapInMap Smartphone application
- University 3rd rank holder for computer science engineering in undergraduate degree.

## GLOBAL EXPERIENCE

- India
- Finland
- USA



## Ram Kiran Verma

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**Salesforce Consultant | Salesforce Development | Salesforce application architect and design | Omni studio Expert**

## EXECUTIVE SUMMARY

- Self-Motivated professional with around 12 years of experience in the field of Information Technology. Around 10 years of experience in salesforce CRM process and technical consulting.
- Expert in **Coding and Custom applications for salesforce instances** or building LWC, lightning pages and visual force pages.
- 5+ Years of experience in **Vlocity customizations and Development.**
- Having good Knowledge in designing and developing using Vlocity DataRaptors, Vlocity OmniScript, Integration Procedures, Vlocity Cards, Vlocity Templates, Vlocity Actions.
- Knowledge in complete life cycle of project development (SDLC) including System Analysis, Design, Development, Testing, Deployment and Maintenance.
- Good understanding with Client/Server architecture, Object-Oriented design techniques and web application design under **Model View Controller (MVC).**
- Experienced in **CI/CD** process for salesforce project using Bamboo, Bit bucket, Ant Migration tool, source tree, git.

## WORK EXPERIENCE

- **Technical Lead/ Associate Architect - PWC (India)**  
*from 09/2021 - Present.*
- **Technical Lead** -Legato Health Technologies India.,  
*from 02/2019 to 08/2021*
- **Lead Consultant/Designer/Vlocity Developer** -ITC Infotech (Finland) from 02/2018 - 02/2019
- **Senior Developer** - Creative Systems and consulting (Virginia) from 09/2015 - 12/2017
- **Salesforce Developer** - Hermitage Infotech (USA) from 05/2015 - 09/2015
- **Associate Consultant** -HCL Technologies Bangalore (India) from 09/2011 - 08/2013

## TECHNOLOGY SKILLS

- Involved in end to end implementations, requirement gathering, functional and technical designing, coding, testing, release, deployment and has proven experience of leading teams for successful delivery of projects using Agile methodologies.
- Having good experience in categorizing the user stories based on the implementation approach and translating user stories to a technical solution.
- Adhering to salesforce security and best practices during application development.
- Have good Knowledge in designing and developing using Vlocity DataRaptors, Vlocity OmniScripts, Integration Procedures, Cards, Flex cards , Vlocity Templates, Vlocity Actions.
- Have good understanding/ experience in salesforce configuration and development using Apex and Visualforce. Suggesting declarative and programmatic approach.
- Have exposure to Force.com Sites and AppExchange App like Conga,Vlocity Dataloader.io, and many more.
- Have experience in data migration activities through Import wizard, Data loader and Workbench.
- Managed deployment activities using Change Sets, Eclipse, and XML packages to deploy the changes between Salesforce orgs.

## INDUSTRY EXPERIENCE SYNOPSIS

**Technical Lead/Associate Architect- PWC (India)** from 09/2021 – Present.

**Projects:** Wyndham, Excellus, PG&E, Trade Promotion management

**Technology:** Salesforce

### **Responsibilities:**

- Worked as an Integration Architect in Excellus project.
  - API Integration: Leverage Salesforce APIs and third-party APIs to establish real-time data synchronization and automate business processes.
  - Data Mapping: Create and maintain data mapping strategies to ensure data accuracy, security, and consistency between Salesforce and other systems.
  - Articulate integration best practices, design patterns, best practices, and recommendations to customer IT teams and also business sponsors.
  - Drive the integration workshop including definition, design and implementation
  - Mentor consultants & onboard new consultants to Salesforce Integration.
- MCC and FDC merger project (org merge) : technical assessment for a merger of multiple salesforce orgs and define the approach .
- P66 UK Salesforce Visioning and Roadmap (org merge) : technical assessment for a merger of multiple salesforce orgs and define the approach .

- PG&E (vlocity) : implementation vlocity energy and service console for large energy client in California
- Wyndham Rewards help (experience cloud and service cloud ) : WHG is seeking to convert their Loyalty Contact Center business unit from their eGain platform to the Salesforce Lightning platform environment and revamp their Wyndham Rewards help site by introducing knowledge articles and a chat bot to increase case deflection.
- TPM accelerator (consumer goods cloud ) : accelerator to plan, budget, present, and run promotions .
- Brokerforce: Vlocity insurance implementation for an agency doing sales for insurance carriers.

**Technical Lead -Legato Health Technologies India.,** from 02/2019 to 08/2021

**Projects:** Ingenio RX, CDHP Implementation,

**Technology:** Salesforce

**Responsibilities:**

CDHP button implementation is built on two legacy systems, where Opportunity related data (Quote, Quote Line Items) will be populated on other org, through integration by setting up Endpoint URL and Remote Site Settings. Whenever we click on the button it will create a record on the other org and redirect through single sign on and display the record data, the sales users who will be having the CDHP record access can modify the data and back sync to the ORG.

- A new omniscrypt step with selectable items which is presented to users listing all of the plans and allowing users to select the ones that are integrated. One or more plans can be marked as integrated when the user is adding multiple HRA plans via the add Plan/product Omniscrypt.
- Addition of static text in Omni script .Messaging element to display success static text based on condition.
- Attended workshop on Health Quoting Essentials from vlocity. Practiced to build your own product model, rating calculation, and user experience for creating the quote in the workshop.
- Salesforce Service Cloud application to support Pharmacy account management team to generate the quote/proposals and Implementation team to track the implementation case for group installation.
- Assign Broker/Consultant to Account team, Create Prospect/Customer, Add/Edit group details, Create/Edit Opportunity, Set the target Update Opportunity Status to close down to kick off the Implementation Process.
- Salesforce outlook Integration: setup the exchange server from Anthem to establish a connection between email server and salesforce.

**Lead Consultant/Designer/Vlocity Developer -ITC Infotech (Finland)**  
from 02/2018 – 02/2019

**Projects:** Telia Company

**Technology:** Salesforce, Vlocity

## **Responsibilities:**

Support all CRM related business requirements CRM system which are mainly targeted towards analyzing, design and implementation of the business scenarios. All orders are coordinated using the Vlocity Order Management system.

- Modular quoting solution where a single quote could contain multiple product configurations, with even more granularity configured to CPQ Omni script: Created a new data raptor which will check if there are existing Quote records related to current opportunity. Created a new step between two omni scripts. This step is visible if there are Quote records related to current opportunity. The new step will show quotes which are related to current opportunities in a table. Only one line is selectable at a time. Also include an editable text field for each line. This is for notes. Also add a headline to the step. This headline will include help text for the step. Created a data raptor which will save information which quote was selected and also the note for the quote.
- Designed case close vlocity button: Load Attachment using visualforce and omniscrypt created Omniscrypt composed of dataraptor for sending documents to ECM system, screen structure to load files, defaulting pricing id and inputting case fields. Data Raptors extract case data and post case data back.
- Created product to EPC and define & agree the field mapping to the Order Manager. Products need to support commercial ids that will be shared. A commercial id is a user-friendly id presented to the customer and printed on the invoice. The customer should be able to identify a product by its commercial id and communicate this id to the customer service or after sales when he needs support or add-on services for a specific product.

## **Senior Developer -Creative systems and consulting - Virginia from 10/2015 - 12/2017**

**Projects:** DSC ( DIGITAL SERVICES CENTER)

**Technology:** Salesforce

### **Responsibilities:**

The Digital Service Center (DSC) establishes and manages the enterprise processes,resources,tools, and best practices for softwares as a service (SAAS) applications at the USDA .Service categories include : Release management ,O&M & Post- implementation App support ,Security .

- Developed Case Management and internal app exchange based application for DSC(USDA) that automates Case management and application migration support. Developed reusable lightning components and set up a community website with lightning community builder.
- DSC portal installation guide documentation and complex installation of DSC portal in Non gov cloud environment for prestigious federal agency: National Aeronautics and Space Administration (NASA).
- In-depth research on data backup tools like Jitterbit,Informatica power center , mule soft , IBM connect ,own data backup , Dell Spanning .Each tool was evaluated for essential features , drawbacks and pricing. This research has helped the DSC team present a solution to USDA.
- Apex integration using DOM (document object model) class to parse XML content from a PII (personally identifiable information ) system.PII data was presented in visualforce without storing the same data in salesforce.

- Go-To salesforce consultant for Aphis PPQ issues and business process knowledge .Owning Aphis PPQ project is a challenge because of the competitive aspect of multi-vendor setup and code heavy functionalities in PPQ . Resolved all code conflicts and escalation emails from client / vendor.
- Research on ci/cd implementation and ran a beta version of this implementation in my local machine. This research has helped the DSC team present ci/cd solution to USDA.
- Implemented selenium automation testing for sites visualforce page.Selenium testing code was capable of creating records in salesforce and capturing test case failures.
- Developed Office of Secretary Electronic (OSEC) Briefing Book App for USDA secretary team (top management team ) using lightning and sites.com.Achieved calendar sync for events through trigger that sends out .ICS files as email attachments.

### **Senior Developer -Hermitage Infotech ,USA from 05/2015-10/2015**

**Projects:**Amex express

**Technology:** Salesforce

**Responsibilities:**

Amex Express OPEN offers various types of charge cards for small businesses to manage their expenses, and the company is also the largest provider of corporate cards. AMEX OPEN application deals with small business card customers. OPEN has mainly two groups, TCA (Top Client Acquisition)and TCG (Top Client Group). TCA handles acquisition of new small business card customers, while TCG is for maintaining those customers.

- Prepared Kiosk (case information object) in salesforce with a service now integration. The integration functionality includes a search ,create and update of all incidents in service now whenever a new kiosk or kiosk is updated in salesforce system.
- Accounts merge functionality for primary and duplicate accounts belonging to single customer .Designed code in an account merge controller class for merging based on priority ,Account detail(primary /duplicate ),name,Id,Industry,DB\_num,sales specialist, account status ,client type, shipping address and account owner.
- Apex batch job for TCA handover process. Wrote a class involved in the batch used to transfer the ownership of account ,contact and opportunity from TCA (top client acquisition ) to TCG (top client group).
- Created a weekly outbound data loader job for extracting primary account data like number and id from salesforce to third party system (IDN: information delivery network).
- Introduced an UpdateEndDateOnLead (campaign after trigger) to update campaign end date on lead whenever end date on campaign is changed.
- Worked on reports and dashboards as per user requirements on sales force and PENTAHO Reporting tool.
- Used Sandbox for testing and migrated code to deployment instance after testing.
- Worked with business users to understand their existing process and IT Systems for requirements gathering phase

**Associate Consultant-HCL Technologies, Bangalore India From 10/2010 – 09/2013**

**Project :** Xerox

**Technology:** Salesforce, SAP

**Responsibilities:**

Sales enablement application with high penetration in the American region, Salesforce used to assist Xerox in streamlining their CRM based document processes. Salesforce user interface development and implementing appropriate CRM functionalities for Salesforce users. An upgrade CRM project from SAP CRM to Salesforce environment.

- Designed, developed and deployed Apex Classes, Triggers, and validation rules for various functional needs in the application for the service cloud.
- Created various Reports and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports and for different user profiles based on the need in the organization.
- Created custom objects and Lookup relationships associated with Cases.
- Created workflow rules and defined related tasks, email alerts, field updates to implement business logic.
- Worked on SAP PI Salesforce integration. Created an outbound synchronous service interface and assigned the external definition for login request as the output message. Another Inbound Synchronous Service Interface using an enterprise WSDL for account creation, update/upsert/delete account. Both interfaces were configured in adapter type: SOAP which is identified in the SAP PI communication channel.
- In Administrative function, created profiles and implemented Object level, field-level and record-level security.
- Worked on prioritizing the records based on the business requirements.
- Involved in pre-deployment activities and was part of regression and UAT.
- Responsible for migration of code from sandbox to production environment.