

# Divya Ugale

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## Summary

- 6+ years of experience in Salesforce consulting, development, business analysis, and solutions
- Certified CPQ Specialist, Pardot Consultant & Force.com Developer
- Expertise in areas like Salesforce CPQ, Pardot, Sales Cloud & Service cloud across various domains
- Led and mentored teams ensuring high quality of deliverables and customer trust

## Experience

### Technical Lead

Eternus Solutions Private Limited

Oct 2019 - Present (1 year 2 months +)

- Interacted with the client to gather the business requirements and analyze them
- Worked on mapping their existing Quotation Model to fit in Salesforce CPQ
- Suggested to implement the Guided Selling feature as the client had many newly joined reps using the Quoting feature
- Implemented custom pricing and discount flow to handle the varying manufacturing costs & gross profits at different subsidiary companies acquired by the client
- Implemented Dynamic bundles & Configuration Attributes to overcome the Apex CPU time limit error due to large number of products in bundles
- Worked on Quote template creation for Proposal forms
- Configured product rules, price rules for generating dynamic quotes
- Wrote a batch to renew contracts as bulk renewal of contracts caused errors in Salesforce CPQ
- Worked on resolving issues in the existing triggers and batch classes
- Prepared project documentation & provided extended support
- Deployment of developed components using change set as well as migration using data loader

### Senior System Executive

Eternus Solutions Private Limited

Oct 2016 - Sep 2019 (3 years)

- Interacted with the client to understand & analyze the business requirements and design solutions
- Development of various functionalities using point and click capabilities and apex using Force.com features and CPQ Platform
- Wrote QCP for complex pricing logic & discount flow which is impossible to achieve through OOTB Salesforce CPQ pricing configurations
- Worked on managing Contracts, Subscriptions, Amendments and Renewals aligned with sales process
- Provided solutions and data modeling on requirements around Product Bundle configuration, Automated Pricing and Discount Schedules
- Created different approval templates and sending them for approvals using advanced approvals

- Implemented guided selling for sales reps to make sure they are connecting the right products to the right customers
- Quote template configuration for dynamic quotation documents with signature features using DocuSign
- Performed Data Migration and deployments between Salesforce orgs
- Preparation of CPQ training document for end client
- Prepared functional and technical documents

## System Executive

### Eternus Solutions Private Limited

Sep 2014 - Sep 2016 (2 years 1 month)

- Developed complex engagement journeys, imported & segmented leads in Pardot
- Analyzed client requirements to implement Pardot, helping the client to generate more effective leads and to grow business
- Built Pardot form handlers, configured social media connectors, like Facebook, to track promotional offer posts
- Built Engagement Programs to educate prospects
- Configured Salesforce - Pardot connector and the Pardot package in Salesforce
- Configured email templates with dynamic content for email marketing
- Created Campaigns, Drip marketing programs to nurture cold lead, implemented Pardot Lead scoring & Score based Lead Assignment rules
- Integrated SharePoint with Salesforce using External Objects and wrote a batch to link those to Opportunities
- Formstack Integration for sending email links to client to fill forms that were captured as Salesforce records
- Wrote Trigger to populate address fields on Account from related primary Contact
- Developed Visualforce Pages, Apex classes, Triggers, Batch classes
- Developed a highly configurable AppExchange application for a Non-Profit Organization
- Built Portals on Magentrix and designed and developed the custom pages for it

## Education



### Savitribai Phule Pune University

Bachelor of Engineering - BE, Information Technology

2011 - 2014



### Savitribai Phule Pune University

High School Diploma, Information Technology

2008 - 2011

## Licenses & Certifications



### Salesforce Certified CPQ Specialist Certification - Salesforce

Issued Aug 2019

Credential ID 20389516



### Salesforce Certified Pardot Specialist - Salesforce

Issued Oct 2017

Credential ID 17832811



## **Salesforce.com Certified Force.com Developer - Salesforce**

Issued Nov 2014 - Expires Apr 2018

### **Skills**

Salesforce.com • Salesforce CPQ • Salesforce.com Consulting • Salesforce.com Development •  
Salesforce.com Administration • Quote to Cash • Pardot • Business Analysis • Team Leadership

### **Honors & Awards**



**Member of Center of Excellence** - Eternus Solutions Private Limited



**Spotlight Award** - Eternus Solutions Private Limited

Apr 2019