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Overview

- Worked as **Development Lead and Architect** in **Abu Dhabi Global Market (ADGM)**.
- With over a decade of experience in Salesforce, I have developed extensive expertise in the platform.
- I am a dynamic and goal-oriented Salesforce expert, equipped with the skills and experience necessary to excel in the platform.
- My background includes extensive experience in implementing and delivering projects, making me a valuable asset to any team.
- I possess extensive experience in leading the team, task delegation, and code reviews.
- Worked closely with clients and have good experience in converting business requirements into technical tasks.
- With hands-on experience in **Sales Cloud, Service Cloud, and Experience Cloud**, I am well-equipped to tackle a wide range of Salesforce challenges.
- Having experience **Lightning components Aura and LWC**.
- Worked on Portal functionalities using **Experience Cloud**.
- Having experience on **Force.com Sites**.
- My expertise in declarative features such as **Custom Objects, Tabs, Page Layouts, Record Types, Validation Rules, Formula Fields, Workflows, Approval Processes, Process Builder, Flows** etc. allows me to design and develop efficient and effective solutions within the Salesforce platform.
- Expertise on sharing and visibility concepts such as **Profiles, Permission sets, Custom Permissions, Roles, Role Hierarchies, Organization-Wide-Default (OWD), Sharing Rules, Public Groups, Teams and Apex Managed sharing**.
- Having experience in implementing **AppExchange** products.
- With a strong foundation in **Apex, Visualforce pages, Triggers, Test Classes, JavaScript, HTML, and LWC**, I am well-prepared to tackle complex Salesforce challenges.
- My experience includes working with **Rest** and **SOAP** APIs, both consuming and exposing them, providing valuable expertise in this area.
- Having good experience in migrating code from one environment to another using **Eclipse IDE Change sets and VS Code**.
- I have experience in successfully passing Salesforce security reviews for products and apps, ensuring compliance with industry standards and best practices.
- Worked on creation of **packages** and configuring the packages.
- Involved in publishing the products in AppExchange.
- Having a good experience with **Pardot tool**.
- Having a good experience in **HexaBPM** (AppExchange) product, created **SR Templates, SR Docs, SR Price Items, SR Steps, Page Flows, Pages, Sections, Page Rendering rules, Section rendering rules**

etc.), **Products, Price Line Items, Dated Pricings, SR Status, Step Status, Transitions objects**. Also have good experience in creating **default actions and custom conditions & actions**. Created around 30+ SR templates using HexaBPM tool. Also have good experience in **troubleshooting** HexaBPM related issues.

- Having experience on middleware tool **Informatica Cloud (ICS & ICRT)**.

Certifications

- Salesforce Certified Sharing and Visibility Architect.
- Salesforce Certified Platform App Builder.
- Salesforce Certified Associate.
- Salesforce Certified Administrator.
- Salesforce Certified Platform Developer I certification.
- Salesforce Certified Platform Developer II certification.

Educational Qualification

- M.C.A from JNTU in the year 2011.
- B.Sc. from Acharya Nagarjuna University in the year 2008.
- Intermediate from S.R.R & C.V.R Junior College in the year 2005.
- S.S.C from D-I-H school in the year 2003.

Working Experience

- Worked as Development Lead and Architect in **Abu Dhabi Global Market (ADGM)** from Sept 2022 to March 2023.
- Worked as Technical Architect in **Brillio** from April 2022 to June 2022.
- Worked as Technical Lead in **PwC (Dubai)** from April 2018 to Apr 2022.
- Worked as Team Lead in **Qualcomm** from Sept 2017 to March 2018.
- Worked as a Senior Salesforce Developer in **Birla soft**, from Jan 2016 to Sept 2017.
- Worked as a Salesforce Developer in **PRA Health Sciences**, from Oct 2013 to Jan 2016.
- Worked as a Salesforce.com Developer in **Omkarti Software Technologies Pvt Ltd**, from July 2012- July 2013.

Technical Skills

Primary Skills	Salesforce.com, Apex, Visualforce, Triggers, Batch Apex, Scheduler Classes, Test Classes, Soap Api, Rest Api and Data Loader, Pardot, Informatica Cloud (ICS), Platform events, Future apex, Queueable Apex etc..
Web Technologies	Lightning Framework, LWC, SLDS, Visual force, HTML, XML, JSON, CSS
Scripting Languages	Advanced Java script

Database	SQL, SOQL
Migration Tool	Force.com IDE, Change Sets, Jenkins, TFS, VS Code
AppExchange Tools	HexaBPM, DDP(Nintex), Cloud Max, InfoMax

Project Details

Project #20

Company	REACH Employment Services
Client	Abu Dhabi Global Market
Application	Registry 2.0
Responsibilities	<ul style="list-style-type: none"> • Involved in requirement gathering from business stakeholders. • Involved in data modeling. • Involved in high level design. • Provided architecture for gov. services module. • Reviewed the existing architecture implemented by different vendors and proposed optimized solutions. • Assigned the technical tasks to the team, monitored them, assisted them, and helped with deliverables.
Description	The objective of this project is to build a registration solution using the Salesforce platform and leverage salesforce features effectively. The Registry 2.0 application is a tool for customers to register their company within ADGM freezone and this a transition project where we had to implement the better system by implementing the existing functionalities from a legacy system using Salesforce platform.
Tools	Sales Cloud, Service Cloud, Experience Cloud, HexaBPM , Informatica, Apex, LWC, Rest API, SOQL, SOSL, Batch Apex, Schedule Apex, Declarative features(Flows, Approval Process, Record types, Shield Encryption etc..)

Project #19

Company	Brillio
Application	TrackCel - Universal Gateway
Responsibilities	<ul style="list-style-type: none"> • Involved in the Discovery phase of the project. • Involved in the requirement gatherings. • Analyzed the requirements and mapped the technology stack. • Provided the high-level design and estimations.
Description	The objective of this project is to create a common portal for the CMOs/CDMOs (Contract development and manufacturing company) so

	that they can have an aggregated view of their client's data in one place and also it will allow them to login to their client orgs from Universal gateway org using SSO.
Tools	Sales Cloud, Experience Cloud, Apex, LWC, Rest API, SOQL, Batch Apex, Schedule Apex, Declarative features (Record types, Workflow Rules, Page layouts etc.), SSO.

Project#18

Company	PwC
Client	ADGM
Application	ADGM - ICA (Federal Authority for Identify and Citizenship) Integration.
Development Tools & Environments:	Salesforce.com platform, Apex, Visualforce, SOQL, Triggers, Batch Classes, RestAPI(expose), SOAP API(Consume) and Informatica Cloud(ICS & ICRT), HexaBPM tool, DDP.
Responsibilities	<ul style="list-style-type: none"> • Gather requirements from the client and documentation of requirements. • Design the solution for the requirements. • Implementation of requirements using Salesforce.com assets. • Unit testing and user training of the new features. • Deployment of new features and bug fixes. • Fixing bugs and deployment of fixes to production. • Participating in designing the best solution for new features. • Creating Reports & Dashboards as per the business needs. • Collaborating with other application teams for business needs.
Description	The objective of this application is to automate the submission of government services related requests with ICA and also to automate the approvals from ICA end. This integration will reduce the time of government services users in processing the initial approval and establishment card services.
Tools	Sales Cloud, Service Cloud, Experience Cloud, HexaBPM , Informatica, Apex, LWC, Rest API, SOQL, SOSL, Batch Apex, Schedule Apex, Sites, Domains, Declarative features (Flows, Approval Process, Record types, Classic encryption etc..)

Project#17

Company	PwC
Client	ADGM
Application	ACCESSADGM

Development Tools & Environments:	Salesforce.com platform, Apex, Visualforce, SOQL, Triggers, Batch Classes, Web services, Pardot, Informatica Cloud (ICS & ICRT), Lightning Components, SLDS.
Responsibilities	<ul style="list-style-type: none"> • Gather requirements from the client and documentation of requirements. • Design the solution for the requirements. • Implementation of requirements using Salesforce.com assets. • Unit testing and user training of the new features. • Deployment of new features and bug fixes. • Fixing bugs and deployment of fixes to production. • Participating in designing the best solution for new features. • Creating Reports & Dashboards as per the business needs. • Collaborating with other application teams for business needs.
Description	The objective of this application is to process the Visa Services, Letters & Permits and Company Services. This application will process the services for the companies(Category A, Category B & Category C) which are registered with ADGM. Customers will be provided with portal access to request for the above services along with online payment option.

Project#16

Company	PwC
Client	ADGM
Application	ADGM - DED Integration
Development Tools & Environments	SOAP API, Apex, Visualforce, Triggers, Batch Classes, Scheduled Classes, Informatica(IICS).
Responsibilities	<ul style="list-style-type: none"> • Gathering requirements from busines. • Designing the solution architecture. • Implementation of the solution. • Documentation of the FRD, TDD. • Setting up Informatica agent in On-premise. • Configuring the Connectors, Connections, and processes in Informatica cloud. • Deployments using Changesets.
Description	The objective of this appliation is to integrate ADGM with DED(Freezone) data center. The data will be pushed to DED from ADGM. ADGM is responsible to push all the registered companies data to DED.

Project #15

Company	PwC
Client	ADGM
Application	ADGM – AGTB (Anglo Gulf Trade Bank), Integration
Development Tools & Environments:	Apex, Visualforce, Triggers, Batch Classes, Named Credentials, SOAP API, Informatica(IICS), Community Cloud
Responsibilities	<ul style="list-style-type: none">• Requirement gathering from business.• Documentation of FRD, TDD.• Implementation of business requirements.• Setting up Informatica (Connector,Connection,Process) in ADGM Premise.• Deployments.
Description	The objective of this project is to integrate ADGM with AGTB (Anglo Gulf Trade Bank). ADGM wants to provide an option to its customers to open up a corporate account from the community portal and to ease their job.

Project #14

Company	PwC
Client	ADGM
Application	ADGM – Abu Dhabi Police, Integration
Development Tools & Environments	Apex, Visualforce, Triggers, Batch Classes, Named Credentials, SOAP API, Informatica(IICS).
Responsibilities	<ul style="list-style-type: none">• Requirement gathering from business.• Working closely with API provider.• Designing the solution from scratch.• Documentation of FRD, TDD.• Setting up Informatica(Connecors, Connection, Process) in On-Premise.• Implementing business requirments.• Deployments.
Description	The objective of this project is to integrate Abu Dhabi Police services with ADGM. This will enables the users to automate the approvals of certain permits for customers and also reduce the manual work of getting approvals from authorities.

Project #13

Company	PwC
Client	ADGM
Application	CRM
Development Tools & Environments:	Salesforce.com platform, Apex, Visualforce, SOQL, Triggers, Batch Classes, Web services, Pardot.
Responsibilities	<ul style="list-style-type: none">• Enhance the application as per the business needs.• Design the solution for the requirements.• Implementation of requirements using Salesforce.com assets.• Deployment of new features and bug fixes.• Creating Reports & Dashboards as per the business needs.
Description	This is a CRM application which will take care of all presale's activities. The objective of this application is to capture the Lead Entities and Lead Contacts. When Lead Entity is converted the entity will be processed for Registration in ADGM. Business leverage on salesforce CRM features like converting of Leads and then creation of Account, Contact and Opportunity. This application also uses Pardot tool as marketing tool to for mass communication and send the Event notifications.

Project #12

Company	Qualcomm
Client	Qualcomm
Application	T3 (Test Instruction System)
Development Tools & Environments:	Salesforce.com platform, Apex, Visual Force, SOQL, Triggers, Batch Classes, web services, Lightning components, SLDS.
Responsibilities	<ul style="list-style-type: none">• Designing the data model using objects, fields, layouts and record types.• Implementation of requirements using automated process like workflow rules, Approval processes and Process Builders.• Implementation of requirements using code.• Fixing bugs and supporting the business users.• Deployments.
Description	The objective of this application is to test the devices in different conditions before any device goes live. The dynamic distribution form in this application allows for less data entry by PTE's and reduces the email communication. This application helps in incorporating engineering notice form which will reduce the data entry by

	technicians. It will provide a quick dashboard of routes and statuses for users as well as those awaiting product parts downstream. The Qualcomm Instruction Builder (QIB) provides consistent sentence structure and succinct quantity denotation in routing, eliminating special instruction writing and errors when running of test programs.
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Project #11

Company	Qualcomm
Client	Qualcomm
Application	Supplier Portal
Development Tools & Environments:	Salesforce.com platform, Apex, Visual Force, SOQL, Triggers, Community Portal.
Responsibilities	<ul style="list-style-type: none"> • Designing the data model using objects, fields, layouts and record types. • Implementation of requirements using automated process like workflow rules, Approval processes and Process Builders. • Implementation of requirements using code. • Fixing bugs and supporting the business users. • Deployments.
Description	Qualcomm relies on vendors to manufacture the products which they have designed it with the help of engineers. Supplier portal is the customer community where vendors can login to it and they can look for if there are any cases assigned to them as they have manufactured the products based on Qualcomm engineers design. PTE's will test the products whichever the vendors has manufactured and they will raise the case in the portal if they find any issues in the product. This portal is basically a kind of bridge between Qualcomm and suppliers to effectively deliver, test the products.

Project #10

Company	Qualcomm
Client	Qualcomm

Application	CE (Customer Engineering)
Development Tools & Environments:	Salesforce.com platform, Apex, Visual Force, SOQL, Triggers, webservice.
Responsibilities	<ul style="list-style-type: none"> • Designing the data model using objects, fields, layouts and record types. • Implementation of requirements using automated process like workflow rules, Approval processes and Process Builders. • Implementation of requirements using code. • Fixing bugs and supporting the business users. • Deployments.
Description	The application provides a case-based ticketing system to external and internal users to avail support from Qualcomm engineering team based on Entitlement. It provides real time access of portal to external customers for availing support related to devices. It aims at reducing the paperwork involved in capturing information and streamlining the process. Customers can check the status of their cases from portal, they can post the comment which reduces the email transactions. Maintains a volume of solution for most frequently logged issues to expedite the resolution of the issue.

Project #9

Company	Birlasoft
Client	Synchrony Financial
Application	Synchrony Connect
Development Tools & Environments:	Salesforce.com platform, Apex, Visual Force, SOQL, Triggers, Lightning components, SLDS, Community, Batch Apex, Scheduler Classes Reports and Dashboards.
Responsibilities	<ul style="list-style-type: none"> • Created Objects, Fields, Page layouts and Record types. • Created Permission sets and assigned to relevant users. • Created workflow rules and Approval Process and Process Builder. • Created Lightning Components using aura framework. • Created Apex Classes, Visualforce Pages, Triggers, Batch Apex, Scheduler Classes. • Created Reports and Dashboards.
Description	Synchrony Connect is basically deals in different type of Portfolios. As a Salesforce implementation, we stores the users Monthly store performances, Daily store performances, User goals etc.. We get the user goal files from the DM team which needs to be uploaded in a

	specific location (not in cloud) and from there those files will be pushed to salesforce from external system. Once we get the data from external system we trigger the batches to store the data in multiple objects.
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Project #8

Company	Birlasoft
Client	Synchrony Financial
Application	ABS Upgrade
Development Tools & Environments:	Salesforce.com platform, Apex, Visual Force, SOQL, Triggers, Reports and Dashboards.
Responsibilities	<ul style="list-style-type: none"> • Created Objects, Fields, Page layouts and Record types. • Created Permission sets and assigned to relevant users. • Created workflow rules and Approval Process. • Created Apex Classes, Visual force Pages and Triggers. • Involved in creating the Requirement doc and TDD and FRD. • Created Reports and Dashboards.
Description	ABS upgrade is basically an existing project to manage the treasury. The enhancement of this project is to be able to change the Modification types such as Draw/Paydown, Facility Limit, Extension and Reprice. Each modification type process will go through the Approval process and all the approved modification types will be sent to the Abhinitio (External app). Once the Abhinitio receives the data from salesforce they will create the files and stores them in their servers.

Project #7

Company	Birlasoft
Client	Synchrony Financial
Application	Case & Release Management
Development Tools & Environments:	Salesforce.com platform, Apex, Visual Force, SOQL, Triggers, Reports and Dashboards.
Responsibilities	<ul style="list-style-type: none"> • Created Objects, Fields, Page layouts and Record types. • Created Permission sets and assigned to relevant users. • Created workflow rules and Approval Process . • Created Apex Classes, Visualforce Pages, Triggers. • Created Reports and Dashboards.

Description	The goal of this project is to manage the cases and Releases. Business users will create the cases to report the issues or for the enhancement requests. Developers will be notified once a case has been created. It goes through the Case management life cycle and finally user will closes the case.
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Project #6

Company	PRA Health Sciences
Client	PRA Health Sciences
Application	CLIN TRIAL MAX
Development Tools & Environments:	Salesforce.com platform, Apex, VisualForce, SOQL, Triggers, WebServices(Amazon Restful API), Community, Reports and Dashboards.
Responsibilities	<ul style="list-style-type: none"> • Got Technical Lead position to lead the team and to provide the technical solutions to all the portal functionalities. • Integrating between Salesforce and OIM(Oracle Identity Manager) using Mule. • Handling all the community related functionalities. • Doing code reviews of other developers code to not run into the governor limits. • Participating in high level design , gathering requirements from BA people. • Involved in Data model design and creation of Objects and Fields. • Created Tabs, Record Types, Validation Rules, Formula Fields and Page layouts. • Created Email Templates . • Tested Amazon REST APIs from force.com environment to upload files. • Participated in technical aspects of APEX, Visual Force development with the team. • Worked on Sharing Records using Apex for giving the access to team members of study. • Written Bulk Triggers to handle bulk of records. • Integrated ClinTrial Max with Amazon to store the files. • Worked on Communities to take survey from external users. • Worked on migration of the Code from one environment to other using Eclipse IDE. • Worked on Data Loader to upload the templates.

	<ul style="list-style-type: none"> Created Managed packages and configured the packages in client environments.
Description	<p>Clin Trial Max is the only integrated solution available in the market today to manage all the clinical operations such as full blown CTMS, eTMF and site collaboration capabilities in a single integrated platform that can be accessed through any browser. It covers all traditional functions which are covered in software like CTMS, eTMF ,Site Portal and much more collaboration between sponsor, CROs and site team under one application.</p> <p>With Clin Trial Max can run end to end clinical development without dealing with paper mess or spreadsheet. With Clin Trial Max all the documents are exchanged between sites and trial team securely via portal, this cuts down on your mailing costs and cycle time for documents exchange between study team and site along with other collaborative features.</p>

Project #5

Company	PRA Health Sciences
Client	PRA Health Sciences
Application	CLOUD MAX
Development Tools & Environments:	Salesforce.com platform, Apex, VisualForce, SOQL, Triggers, Reports and Dashboards.
Responsibilities	<ul style="list-style-type: none"> Involved in Data model design and creation of Objects and Fields. Created Tabs, Record Types, Validation rules, Formula Fields and Page layouts. Participated in technical aspects of APEX, Visual Force development with the team. Worked on Sharing Records using Apex for giving the access to internal users. Written Bulk Triggers to handle bulk of records. Worked on migrating the Code from one environment to other using Eclipse IDE.
Description	<p>CloudMax software incorporates an incremental systematic development approach for cloud based development efforts. Cloud Max helps the project management team to successfully deliver rapid deployment framework and meet all the compliance requirements without any tedious paper work.</p> <p>Cloud Max is the only tool which tracks the complete SDLC life cycle which enables traceability of development, quality management and defects management activities under one unified tool. It is chatter</p>

	<p>enabled the leading enterprise social network tool to bring in collaboration among project managers and the development team which reduce email traffic between team members. Through Cloud Max you can manage SDLC and change management, for rapid deployment in a single platform and measure the progress real time. Cloud Max also allows users to report application/product defects on the same tool which helps easy defect management resolution process.</p>
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Project #4

Company	PRA Health Sciences
Client	PRA Health Sciences
Application	INFO MAX
Development Tools & Environments:	Salesforce.com platform, Apex, VisualForce, SOQL, Triggers, WebServices (Restful API),Creating rest api using Apex Rest.
Responsibilities	<ul style="list-style-type: none"> • Involved in Data model design and creation of Objects and Fields. • Created Tabs, Record Types, Validation Rules, Formula Fields and Page layouts. • Tested .net App REST APIs from force.com environment to get the extracted Clinical Trail Data. • Participated in technical aspects of APEX, Visual Force development with the team. • Worked on Sharing Records using Apex for giving the access to team members of study. • Written Bulk Triggers to handle bulk of records. • Integrated Infomax with .Net App for sharing the files.
Description	<p>A robust, reliable, and cost effective data extraction tool for converting data from unstructured documents such as CSR, DSUR, PSUR, IB and protocol documents to valuable insights.</p> <p>Infomax is a cloud based data extraction tool that reads any document which can be used to collect clinical trials data from protocol outline to all the way through Clinical study reports in pdf format or word document. The data collected will be transferable to any database that is suitable to accept XML import. As and additional step to check the quality of the data extracted, the extracted data is brought to a cloud based tool where you can employ the quality control process before the data gets into the final database.</p>

Project #3

Company	Omkarti Software Technologies
Application	EAGLEYE
Development Tools & Environments:	Salesforce.com platform, Apex, VisualForce, SOQL, SOSL, Triggers, WebServices(Restful API).
Responsibilities	<ul style="list-style-type: none"> • Developing a container class to hold all the APIs resources provided by Watchdox. • Tested Watchdox REST APIs from force.com environment like login create room etc. • Participated in technical aspects of APEX, Visual Force development with the team. • Prepare delivery plan and timelines for each development and QA. • Understanding the deliverables and making sure the project is completed within expected timeframe. • Participated in requirements gathering activities interfacing with the client for gathering initial business requirements.
Description	<p>EagEye gives you complete control over your Salesforce content inside and outside of your organization.</p> <p>With file tracking, access control, permission setting you can comfortably Share your files with whomever you need and feel safe.</p> <p>Features:</p> <ul style="list-style-type: none"> ✓ All files are secured and encrypted. ✓ Set permission levels-view, edit, print, copy, download, watermark. ✓ Set document expiry date ✓ Revoke access any time-even after they have downloaded the file.

Project #2

Company	Omkarti Software Technologies
Application	Mass Mailer
Development Tools & Environments:	Salesforce.com platform, Apex, VisualForce, SOQL, Triggers, SendGrid webservice Api.
Responsibilities	<ul style="list-style-type: none"> • Created objects, fields, Page layouts, Validation rules, Record types. • Created visual force pages and triggers. • Created Apex Classes and test classes. • Consumed the web service of Sendgrid.

Description	This application is the best solution to eliminate salesforce email limitations for sending mass emails. Using this application user can send unlimited emails per day and can select any email templates while sending an email. Also users can log the email activity history .This application sends an email to individuals or groups by consuming Sendgrid webservice apis.
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Project #1

Company	Omkarti Software Technologies
Application	Employee Portal
Development Tools & Environments:	Apex, VisualForce, SOQL, Triggers, Batch Apex, Apex scheduler.
Responsibilities	<ul style="list-style-type: none"> • Object and field Creation. • Relationship between objects, Rollup-Summary trigger, Workflows, Email template. • Apex, Batch apex, Schedule apex, VisualForce, Trigger, Bulk triggers development. • Test classes, Deployment, testing.
Description	This project is a force.com sites. The main feature of this project is, an organization can easily handle cases, projects, clients, employees and expenses data.