



MURUGESAN, RAMKUMAR



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PROFILE SUMMARY

Apttus CLM, Veeva and Salesforce.com Certified Developer & Admin with 10 + years of experience as Salesforce Architect, Salesforce Administrator, Data Steward, Business Analyst, Application Development Associate Manager in various CRM implementations using Salesforce/Veeva/ Apttus technologies. Also involved in Pre-sales activities related to Apttus, Veeva Products.
Specialties: CRM - SFDC, Apttus Veeva Pharma

WORK EXPERIENCE

Salesforce.com Experience

- ✓ Worked on Sales Cloud
- ✓ Configuration and Customization with Apex Trigger, Apex Class, Batch process
- ✓ Implementing custom force.com modules
- ✓ Defining solution approaches and recommendations
- ✓ Data Integration and Migration experience in Salesforce.com

Veeva CRM Experience

- ✓ Working on VEEVA CRM for many of the largest Pharma client
- ✓ Possesses in-depth knowledge of Veeva CRM and worked on all modules in Veeva
- ✓ Have excellent knowledge/understanding of important modules of Veeva (Account management, Territory management, call and sample management, Order Management, Product Management, Contract Management, Medical enquiry and Survey management etc.)
- ✓ Have experience in Veeva Vault and its integration with Veeva CRM
- ✓ Have experience in CLM (Closed loop marketing)
- ✓ Have experience in RTE (Rep triggered email)
- ✓ Experience in mobile configuration in Veeva CRM/iRep, VMobile & Windows 8

Domain Expertise & Solutions

- ✓ Customer Relationship Management
- ✓ Health Care and Life Sciences
- ✓ Emergency Management
- ✓ Media and Entertainment



EDUCATION

B.E., (ELECTRICAL & ELECTRONICS ENGG)

2004 – 2008

Anna University, Chennai

CERTIFICATIONS

Salesforce Einstein Analytics and Discovery Consultant



CORE COMPETENCIES

Estimation and Planning
 Industrial Solutions Analysis
 Build Management
 Project Management
 Release Management



IT SKILLS

Apttus CLM
 Salesforce.com
 Veeva CRM & Vault



CAREER TIMELINE

Salesforce CPQ Specialist
 Apttus CLM Administrator
 Salesforce Data Architecture and Management Designer,
 Salesforce.com Platform Developer I
 Salesforce Platform II
 Salesforce Advanced Administrator
 Salesforce Administrator
 Force.com Developer
 PRINCE2® Practitioner Certificate in Project Management,
 PRINCE2® Foundation Certificate in Project Management,
 Veeva MySights Administrator, Veeva CRM Admin,
 IBM Blockchain Essential



LEADERSHIP

- Analysis and solving of moderately complex problems. Typically creates new solutions, leveraging and, where needed, adapting existing methods and procedures.
- Understanding of the strategic direction set by senior management as it relates to team goals.
- Primary upward interaction is with direct supervisor or team leads. Generally, interacts with peers and/or management levels at a client

ACHIEVEMENT

- Received Accenture Celebrates Excellence award for FY17 Q I
- Build Industrial Specific Solution - Emergency Management & Studio Operation solution
 - Implemented new Assets / Tool in Salesforce

Aug 2008 to Aug 2009
 Graduate Trainee, TNEB,
 Tamilnadu

Mar 2013 to Aug 2015
 Software Engineer, Tech Mahindra
 (Mahindra Satyam), Bangalore,
 India

July 2017 to Present
 Senior Consultant, Larsen &
 Toubro Infotech Ltd. Chennai

Nov 2009 to Feb 2013
 Quality Engineer, SGS Group,
 UAE & KSA

September 2015 to July 2017
 Application Development,
 Associate Manager, Accenture
 Services Pvt. Ltd. Chennai

KEY RESPONSIBILITIES

- Work with team members to gather and interpret user/system requirements into design specifications
- Design and code applications to functional and technical programming standards • Develop system specifications and interfaces for complex components
- Create operational documentation for the application. Provide primary support for installation of application releases into production
- Maintain applications according to SLAs. Conduct project and issue management (status reporting, issue reporting, ETC/budget reporting) for assigned scope of work
- Develop and implement testing plans
- Work across the Service Delivery Lifecycle on engineering solutions for new system roll-outs, major/minor enhancements, and/or ongoing maintenance of existing applications.
- Analyze, design, build, and/or test new components or enhancements to existing modules

- **Veeva SI Implementation Project for US , Europe and Latin America markets for a leading Pharmaceutical Companies**
- Work across the Service Delivery Lifecycle on engineering solutions for new system roll-outs, major/minor enhancements, and/or ongoing maintenance of existing applications.
- Analysis and solving of moderately complex problems. Typically creates new solutions, leveraging and, where needed, adapting existing methods and procedures.
- Design and code applications to functional and technical programming standards • Develop system specifications and interfaces for complex components
- Create operational documentation for the application. Provide primary support for installation of application releases into production
- SME in Veeva Vault and its integration with Veeva CRM and Veeva MyInsights
- SME in mobile configuration in Veeva CRM/iRep, VMobile & Windows 8.
- Implemented new Assets / Tool in Salesforce along with working on 5 Robotic Process Automation implementation in Veeva/ SFDC.
- Achieved zero defect user acceptance testing (UAT) zero defect delivery, with no postproduction defects for Releases for majority of projects.
- **Veeva AO Implementation Project for US , Europe and Latin America markets for a leading Pharmaceutical Companies**
- Single point of contact for the end to end support model for CRM solution across 115 countries for Global Implementation.
- Followed the root cause analysis methodology to fix the pending issues and made the application stable. Worked on Client best practices and made changes to existing process to reduce the Number of tickets coming to support team significantly.
- Created Knowledgebase Articles and published the same for end users, also conducted the Brainstorming sessions to Users.
- Reviewing technical architecture, code and documentation of Salesforce solution.
- Managing change and release management in multiple environments.
- Managing Level 2 and Level 3 support teams following ITIL best practices. Functional support to technical team in designing the solution.
- Monthly customer review meeting presenting the sustain KPIs and sustain activities.
- Knowledge Management within Team (with relevant transition and risk mitigation plan).
- Maintaining Service Level KPI for FTE and Ticket Based pricing support model.
- Continuous Improvement Plan (CIP) within process area as part of Lean initiative. Capability building plan for upcoming support for Market implementation.

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EMERGENCY MANAGEMENT SOLUTION

- As part of solution team, LTI Emergency Management Solution (Holistic Emergency Management & Incident Response Solution) is a universal solution which means that it provides a coherent time-sensitive strategy for

every particular scenario based on holistic analysis of the situation at hand and is accessible across all devices. Responders are continuously updated with real-time data. Monitoring is done via a centralized system, so every responder gets to see the relevant picture and they regularly update on vital transpirations. The system utilizes modern equipment, state of the art technology and AI to provide the most effective response and therefore considerably enhances the decision-making abilities.

- Our solution holds numerous advantages over the traditional system, which include but is not limited to Reduction of training, planning, drill and actual recovery costs, Around the clock availability for the whole year, increased accountability, and decrease in unnecessary work and most importantly significant reduction in the loss of lives, injuries and damage to property.

STUDIO OPERATION SOLUTION

- Owing to our strong presence in Media & publishing domain which is steadily growing, Salesforce studio solution aims to cater to business needs of the Media studios covering major areas of operation.