



# Anup Prasad KS

Salesforce Consultant

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A Salesforce Consultant/Business Systems Analyst with 8 years of IT and CRM experience in tech and business roles including business analysis, digital transformation, innovation, development and product management.



Salesforce Certified Sales Cloud Consultant, Service Cloud Consultant, Administrator, Platform Developer-1



## Skills

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### Business/Functional:

- Sales Cloud and Marketing: Account & Contact, Opportunity management, Leads & Campaigns, Territory management, Forecasting, CPQ, Email Marketing
- Service: Case management, Knowledge, Routing, Omni-Channel, Live Agent, Case Entitlements
- B2B Commerce - CloudCraze, Industry Cloud – Consumer Goods Cloud
- Community: Partner portal and Self-Service portal
- Requirements gathering and prioritization, Business process analysis, Solution Design, Documentation, Demo & Training, Functional testing
- Stakeholder management, Change management, Agile methodology, SCRUM, Test driven development (TDD), Continuous integration CI/CD and Project management, Team management
- Industry Experience: High-tech, Manufacturing, Retail & Energy

### Technical:

- Declarative programming: Workflow, Process builder, Flows, Security and Access, User setup, Sharing and Visibility, Approval Process, Formulas, Validation rules
- Data: Data modeling, Reports and Dashboards, Data analytics, Metrics - KPIs, ETL, Data loader
- Business logic: Apex, Triggers; User Interface: Lightning (Aura and LWC), Visualforce; Integration architecture



## Work Experience

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### Senior Associate Consultant

04.2019 – Present

### Infosys

Mysore, India

Infosys is a global leader in digital services and consulting. Working in various global delivery projects and pre-sales proposal (RFP) as Solution lead/BSA across industry verticals:

- Managing the delivery team, coordinating development and client communication: requirements gathering from business users, business process analysis, User Story clarification and backlog grooming, Design, Functional Testing, Sprint planning and managing backlogs, Customer Demos and user training.

- Developed Salesforce Solutions for indirect channels (B2B) products business of a manufacturing giant, across multiple business units and geographies including Sales, Service and Community Cloud
- Implemented B2B commerce CloudCraze solution for an American beverages company – where retail outlets can browse the product catalog, review prices, place orders, view previous order history and contact support.
- Executed Proof-of-concepts of Consumer Goods industry cloud – retail execution solution and various Salesforce Einstein features
- Supported the Pre-Sales process for high level solutioning and estimations of multiple project proposals

**Senior Data Engineer**

07.2017 – 03.2019

**Valgen Decision Technologies**

Bangalore, India

Valgen is a technology company focused on delivering services and solutions that accelerate sales and marketing success. Working as a product manager of an AppExchange product for Sales Acceleration comprising Maps, Advanced Analytics, AI and dashboards.

- Managed the product from concept to production, setting the product strategy and roadmap To deliver on meeting customer expectations and led projects
- Defined and prioritized features - User stories and acceptance criteria, create mockups by user research and interviews
- Defined success metrics by taking a data driven approach and communicated progress and plan
- Manages and implemented marketing activities such as lead generation, campaigns and market sizing
- Performed UAT to test all functionalities and sanity test app installs in customer orgs
- Onboarded customers, managed customer relationships, conducted demo and recommended app customization and Admin settings
- Data management and ETL in client Orgs such as advanced de-duplication, data cleansing and standardization

**Consultant – Digital Transformation**

03.2016 –03.2017

**RWE/Innogy IT**

Essen, Germany

RWE/ Innogy is one of the leading European energy utility companies. As a part of RWE IT Evolution program, reporting to the CIO, I lead projects in digital transformation:

- Executed the Applications portfolio assessment, Roadmap and Program management of cloud readiness and migration process model of all Enterprise applications
- Set up Solution architecture information fulfillment process, collaborating with solution architects across the entire organization involving multiple stakeholders
- Developed DevOps strategy, working with third party vendors along with the operations teams
- Worked with digital startups to identify new opportunities of value creation in the innovation hub
- Deep dive into emerging technologies such as blockchain, identity, crypto, trust, privacy, security, and smart contracts

**Systems Engineer**

09.2010 -09.2013

**Tata Consultancy Services**

Bangalore, India

Tata Consultancy Services (TCS) is a global leader in IT services, digital and business solutions. Working as a techno-functional consultant for Apple in an international team in the development of Post-Sales technical and non-technical support contact center application integrating multi-channel for AppleCare:

- Implemented PeopleSoft CRM solutions/enhancements
- Analysis of business requirements, interface with clients, wireframes from design team and converting them into technical design
- Developed People Code to implement specific business rules and services to enable business processes of contact center such as Customer 360, Quotes, Repair, Console, Knowledge
- Designed and developed database records, pages, components and workflows
- Unit testing and user acceptance testing support and fixing production issues
- Lead a small team for multiple projects and coached junior members on technical and functional
- Development of project proposals along with proof-of-concept

**Part-time**

03.2014–08.2015

**SAPSE**

Walldorf, Germany

Email marketing and demand generation



## Education

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**Master of Business Administration (International Management)**

2013 - 2015

Pforzheim University, Germany

**Bachelor of Engineering (Computer Science and Engineering)**

2006 - 2010

National Institute of Engineering, Mysore