Pratik Chordia

Role -Salesforce Platform Architect/Lead
Work Exp. – 9.6+ yrs
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PROFESSIONAL SUMMARY

- 16x Salesforce Certified **Application** and **System** Architecture Track, **Sales/Service/Financial Service/Community** Cloud Consultant.
- Help Companies to translate their CRM vision into a Salesforce driven, agile and actionable architecture with a capability to derive maximum value from their investments and with an optimized time to market.
- Involved in frequently engaging stakeholders and establishing a healthy working rapport, adopting a prescriptive approach to solving business pain-points, creating a consensus about standard capabilities of the SaaS platform and how they enable business value, managing expectations, addressing constraints/concerns and facilitating informed & efficient decision making critical to predictable outcomes.
- Proficient in **Configuration**, **Customization**, **Development** and **Support** on Salesforce Platform.
- Manage the technical delivery of custom development, integrations, and data migration elements of a Salesforce.com implementation
- Skilled in Salesforce Architecture, implementation and building custom solutions on the Force.com platform.
- Working in Development Lifecycle using ALM, System Design, DevOps activities. Conduct brainstorming sessions with the development team to actively involve them during the requirements stage level analysis.
- Collaborate with colleagues and customers to create prototypes and proofs of concept as a means of eliciting and defining requirements.
- Align business problems to OOB solutions and work with client /Salesforce architects to align to product best practices
- Supervised the configuration, quality assurance, testing, and deployment of Salesforce, Collaborative project and work stream planning.

SKILLS

Salesforce.com	**Apex**, Visualforce, SOQL, SOSL, Apex **Triggers**, **Apex Controllers**, AppExchange, Email Templates, DocuSign, Einstein Analytics, **Web Services(Rest/Soap API)**, **Lightning Web Components/Aura, Administration**.
Tools	GitHub, SOAPUI, Postman, ANT, Service Now, Rally, Jira, Visual Studio, Workbench, MuleSoft, Data Loader, Jenkins, SVN.
Custom Integration and Management tools	Outbound Messages, Workflow & Approvals, Field updates, Reports, Custom Objects, Custom Settings, Custom Labels and Tabs, Account Management, Contact Management, Email Services, Security Controls, AppExchange Package & Custom Application and Sandbox Data Loading, MS Visio, HP ALM, QC, JIRA

CERTIFICATIONS

- Salesforce Certified Application Architect
- Salesforce Certified Data Architecture and Management Designer
- Salesforce Certified Sharing and Visibility Designer
- Salesforce Certified Development Lifecycle and Deployment Designer
- Salesforce Certified Platform Developer II
- Salesforce Certified Sales Cloud Consultant

- Salesforce Certified Field Service Consultant
- Salesforce Certified CPQ Specialist
- Salesforce Certified Platform Developer I
- Salesforce Certified App Builder
- Salesforce Certified Advance Administrator
- Salesforce Certified Administrator
- Salesforce Certified Service Cloud Consultant
- Copado Certified Consultant

EXPERIENCE

Persistent Systems, Project Lead

June 2020 - Present

- Manage and provide technical guidance for team to develop digital solution for loan journey related to Corporate/Home/Salary loan.
- Strategized the Business flow and implementation for STP process creation with minimum human intervention.
- Liaise with Enterprise Architects on enterprise guiding principles and describe their manifestation in the overall solution
- Architect a **scalable**, **secured** and **high performant CRM solution** tailored to industry, regions & specific business needs.
- Providing guidance on "**build**" versus "**buy**" decisions for specific business services not offered by the standard Salesforce platform
- Validate state of existing Salesforce Solution Architecture and provide feedback for functional & technical improvements.

- ▶ **Coach**, **Align**, **Collaborate** and coordinate with implementation Teams to deliver seamless value to the business.
- ▶ Defining appropriate solution to an integration requirement (layer, data volume, frequency etc.)
- ▶ Design a continuous delivery model including way of building, testing, deploying and release management using SFDX oriented ALM and other supporting tooling.
- ▶ Govern that custom apex solutions when needed, are built to fit within the constraints of execution contexts.
- ▶ Describe foundational design patterns which implementation teams can build upon for example apex design patterns such as separation of concerns, domain layer, service layer, Unit of Work etc.
- ▶ Worked directly with clients to lead projects, facilitates business process analysis sessions, develops and delivers key components of technology solution.
- ▶ Multiple integration with Core Banking, Bureau Reports etc. Conduct co-location and mitigate the dependency on the bank rule engine.
- ▶ Worked with the client closely to finalize product design and add required checkpoints for smooth and quick lead conversion to potential customer.
- ▶ Facilitate introduction, adoption and value acquisition of new innovations from Salesforce Releases
- ▶ Defining data strategy based on data storage use cases, amount of data, rate of growth, number of users, privacy & security needs.

Accenture Systems, Software Engineer → Senior Software Analyst → Development Team Lead

May 2015 – June 2020

- ▶ Working as Primary Point of Contact for Off-Shore for Dev, Support and DevOps activities.
- ▶ Owning the architecture roadmap for delivery of the Salesforce Program. Establish myself as a trusted advisor to client. Organizing workshops about user experience design with stakeholders
- ▶ Organizing workshops with stakeholders to close critical decisions and facilitate a common vision among different teams.
- ▶ Responsible for clarifying client requirements, business needs and project objectives, via feedback sessions and client meetings, delivering solution to our customer.
- ▶ Supporting actual field users in use of the application within defined SLAs.
- ▶ Analysing periodic user incident metrics to identify and resolve recurring operational pain areas.
- ▶ Strategizing project scoping and specifications documents, to clearly communicate the project roadmap for delivering new and complex high-quality solutions to clients in response to varying business requirements.
- ▶ Worked on all configuration level changes in the Org e.g., creation of Objects/fields, Layout creations and updates, Validation rules, Workflows, Approval Processes, Sharing settings etc.
- ▶ Conducting user story grooming meetings with client team and end users to create new user stories and functionality discussion.
- ▶ Conduct design reviews and identifying opportunities to re-use components contributing to the definition of development standards.
- ▶ Best practices like PMD, Checklist, proper pre-post deployment checklist, peer review, lead review, Solution document, scrum of scrum, educate team on agile were implemented successfully. Built the data model and sharing model for the journey.

Datamatics Services Ltd., Consultant

Jan 2013 – May 2015

- ▶ Worked as a Java Developer to create custom SOAP/REST web services for effective interaction with integrated systems.
- ▶ Worked on Product Design using IBM Sterling Visual Modeler tool which is used for creating custom product rules, configuration models and pricing setups in ecommerce.
- ▶ Gained hands on experience with Field Sales/ecommerce lifecycle – right from identifying a lead, creating/processing opportunities, submitting a quote, techno-commercial checklists, order audit/acceptance.
- ▶ Working with Development/Design to improve User Experience based on field feedback. Analysing periodic user incident metrics to identify and resolve recurring operational pain areas.

KEY FACTORS
- ▶ Expert in Data Migration migrated more than 100 million data with proper planning.
- ▶ Multiple Bravo/ Award Winners at Persistent Systems Ltd.
- ▶ Accenture ACE Award and Stellar Award winner for Automation and Innovations.
- ▶ Have been awarded Accenture Apex award for Path finder, Extra miler, Trend setter.

EDUCATION
- ▶ B.E in Information Technology
  Pune University / Pune, India / 2008-2012