



# RACHIT BHARGAVA

SALESFORCE ARCHITECT

## CONTACT

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## EDUCATION

United Institute Of Technology

**B.Tech in Computer Science & Engineering**

2007-2011



## Profile

- Experienced Salesforce Architect with a demonstrated history in architectural design and development, conducting workshop and proposing solutions, integrating platforms and leading teams of Salesforce developers.
- About 10 years of professional experience, skilled in requirement gathering, presales, consulting, design and development.
- Expert level understanding of the Salesforce product suite, including Marketing, Sales, Service and Community Clouds.
- Handled end-to-end delivery of large web based systems with involvement in all phases of Plan, Analyze, Design, Build, Validate and Deploy.
- Experience in delivering enterprise projects across various industry verticals - Healthcare, Manufacturing, Banking, FMCG, and Sales and Distribution.

## Skills

- Salesforce Architecture Design
- Salesforce Sharing and Security Expert
- Handling Large Data Volume
- Salesforce Consulting
- Salesforce Deployment
- Salesforce Customization
- Salesforce Integration

# Work Experience

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Sutherland 2021-Present

## TECHNICAL ARCHITECT

- Lead technical activities for the Salesforce CoE at Sutherland as part of a lean founding core team comprising of Salesforce tech experts focussed on fast-tracking the growth of the CoE.
- Worked on multiple POC's and developed accelerators for fast-tracking the growth of CoE.
- Designed a scalable solution to support the complex requirements for the Lead-gen wing of a Home-Broking company head quartered in New York. Design included complex many-to-many relations between properties and its related owners, a custom CTI integration, an integration with Calendly for booking appointments, omni channel & workforce management, and a streamlined lead nurturing process with complete Lead 360 for the Sales Team. Implementation the above features, along with handling large data manipulation required for data migration.

ET Marlabs 2012-2021

## TECHNICAL LEAD

- Lead teams of Salesforce developers across multiple projects to develop, deliver and deploy use-cases adhering to best practices and suggesting most appropriate products among the ever growing suite of Salesforce platform and products.
- Piloted various Salesforce implementations, from creatively conducting discovery workshops for clients to elicit the most appropriate framework, to translating the outcome of the workshops to optimal solution design leveraging Salesforce products and features.
- Developed Data Model, High Level Solution Designs, Deployment Document, tracker, conducted code reviews and user training sessions for effective executions and deployments
- Delivered high quality solutions keeping one of the key values of ET Client Bliss in mind, which helped in maintaining large clients over 8+ years.
- **Key Projects**
  - *Leading Pharmaceutical MNC* - Conducted a consulting workshop with 2 different business units of a Leading Pharmaceutical Company, to design a self service flow utilizing Salesforces' Einstein bots for the internal users of 9 different affiliates and scalable to remaining. Implemented Einstein bots with dialog intent enabled. Designed utterances data for the Einstein bot and trained the bot to handle all expected and non expected scenarios. Created analytics for business unit leaders for various metrics. The implementation helped the service team to deflect a large percentage of cases and enable them to focus on cases that needed human intervention
  - *Multinational Luxury Automobile Manufacturers* - Designed a solution for a generic marketing expense module for the Luxury Automobile Company that could fit across regions and presented it to a team of Architects from the automobile company. Design included complex flow of funds to support marketing benefits across regions, market, quarter, model and trim paired with a complex internal matrix on a vehicle. Implemented the complex design along with handling conflicts with the pre-existing applications on the Salesforce platform. The implementations also included the process where the retailers were able to submit valid claims to the automobile company. The above implementations provided accurate information to retailers about ongoing offers on a VIN improving them to attract potential buyers. It also helped the audit team which worked on complex excels to approve claims
  - *American Stock Exchange* - Studied and analyzed multiple orgs of the New York based Stock Exchange Company to devise strategies to merge functionalities in a single org. Devised, documented and presented multiple strategies suggesting the master org, deployment methodologies for customizations, and data migration to the client and the recommended approach, in turn winning an implementation deal.
  - *Largest FMCG Company in India* - The services project involved revamping the current Salesforce environment which had various issues and implementing a large business backlog. The project included Sales and Distribution of the their large number of SKU's among their 5000+ distributor network. The clients greatly benefitted with analytics provided on inventories, competitor information, field agents performance, forecasting and retailer performance.