

SANANDA MITRA

Sr. Associate, EAS – Salesforce Veeva, Cognizant Technology Solutions

Salesforce.com Certified developer with extensive work experience in Veeva CRM, Salesforce Sales Cloud, Service cloud and Lightning, specializing in leading Build teams for implementation of complex multi-country multi-lingual Veeva/ SFDC applications.

Kolkata, India

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SKILLS

Salesforce Customization (Apex, Visualforce), Lightning component, Lightning page, Sales Cloud, Service cloud, Veeva CRM, Salesforce DevOps (Copado, FLOSUM)

CERTIFICATIONS

-  SALESFORCE CERTIFIED PLATFORM APP BUILDER (10/2016)
-  SALESFORCE CERTIFIED ADMINISTRATOR (12/2016)
-  SALESFORCE CERTIFIED PLATFORM DEVELOPER I (05/2017)
-  SALESFORCE CERTIFIED SALES CLOUD CONSULTANT (03/2019)
-  SALESFORCE CERTIFIED SERVICE CLOUD CONSULTANT (07/2019)
-  SALESFORCE CERTIFIED EXPERIENCE CLOUD CONSULTANT (10/2020)
-  SALESFORCE CERTIFIED FIELD SERVICE CONSULTANT (11/2020)
-  COPADO CERTIFIED ADMINISTRATOR (08/2020)
-  COPADO CERTIFIED DEVELOPER (08/2020)
-  FLOSUM CERTIFIED PROFESSIONAL (08/2020)
-  SALESFORCE CERTIFIED CPQ SPECIALIST (08/2021)
-  VEEVA ASSOCIATE WHITE BELT (11/2021)

EDUCATIONAL QUALIFICATION

Aggregate of 8.64 DGPA B.Tech, Electronics and Instrumentation, Future Institute of Engineering and Management, Kolkata (2010- 2014)

WORK EXPERIENCE (7.8 Years)

Sr. Associate (Mar'22 – Present)

Mylan I-B2B Commerce cloud

Mylan I-B2B Commerce cloud project is focused on Pharmacy Business digitalization and service availability (24x7x365) by developing a B2B Web portal on Salesforce B2B Commerce cloud for Spain

and France markets of Viatris. This project will enable Commerce cloud in the existing Viatris CRM landscape which already has Veeva CRM and Service cloud. The primary objective of this project is to provide an optimized online buying and self-service experience Viatris customers that will lead to sustained loyalty and increased revenue.

- Leading B2B Commerce development team from offshore, assigning responsibilities, identifying critical topics to perform proof of concept for feasibility analysis and estimation during the solutioning phase.
- Leading discussions during kick-off and discovery phase for aligning the project team on the existing architecture and integration of the Viatris CRM system and business processes to be modified or introduced to fit in B2B solution in the current Viatris process.
- Analysing the Business requirement document and preparing the over-all system architecture diagram.
- Scheduling regular calls with the solution architect and functional team to streamline the requirements and identify the most optimized solution considering very stringent development timeline and development cost.
- Guiding the development team of freshers in learning B2B commerce standard features, Commerce Admin set up, creating custom Lightning Web Components and adding them to community pages.

Sr. Associate (Oct'21 – Dec'21)

Zoetis -Copado implementation

Zoetis -Copado implementation project was focused on enabling the Copado Devops solution for enhancing the change management process in Zoetis.

- Leading discussions in requirement gathering workshops, design and planning with key stakeholders, Zoetis Application architect and Copado Product team.
- Collaborating with Copado team for feasibility study of certain deployment scenarios involving conflict resolution, back promotion.
- Preparing detailed testing scenarios for executing different Copado features and providing technical support during the testing phase for issues reported.
- Preparing Documentation and providing training on the Zoetis Copado solution.

Sr. Associate (Sept'21 – Mar'22)

Sr. Developer (Apr'21 – Aug'21)

Mylan I-Veeva CRM - SFA Integration

Mylan I-Veeva CRM - SFA Integration is a post-Merger & Acquisition (M&A) IT systems integration project, which is focused on Veeva CRM, Veeva Vault and Salesforce Service Cloud. This involves migration of CRM functionalities along with Onboarding of new users from Upjohn business, enabling existing Integration of Veeva CRM platform with multiple systems like IQVIA, Veeva Vault, SAP MDM, Azure, local apps etc. for Upjohn, Master data setup and historical data load for 16 countries across ANZ, EMEA, JP regions from Legacy Upjohn to Viatris Veeva CRM application.

- Leading discussions in requirement gathering workshops, data migration discussions with key stakeholders, Viatris IT teams and Application architect.
- Leading Veeva CRM development team from offshore, assigning responsibilities and ensuring delivery of the requirements within estimated timeline.

- Designing critical business requirements considering harmonization between 16 Live markets in single Org.
- Analysing technical feasibility of CRM requirements in collaboration with Veeva Product team.
- Collaborating with IQVIA data provider and Veeva Managed service teams for changing the data provider for Greece.
- Customization (Apex Class and Triggers) for implementing critical business requirements.
- Data Migration using Apex Data loader, workbench.
- User Onboarding and Stabilization activities involving User setup, Role/Territory setup, VMOC, Veeva Settings.

Sr. Developer (Apr'19 – Apr'21)

Mylan I-EU Southern Cluster CR

Mylan I-EU Southern Cluster CR is primarily based on Veeva CRM application and Salesforce Service cloud. It is an end-to-end transformational project in Veeva area dealing with Generics / OTC business containing complex order management module along with SAP integration and change management in local language. The purpose of the project is to move legacy CRM systems to Veeva CRM primarily in Spain, Italy and France.

- Requirement gathering, design and data model/ field set up for the project.
- Complex customization on Veeva Order management, Survey to fit in critical business requirements.
- Apex batch classes to automatize several business processes in Veeva CRM Order Management, Survey Managements, Pricing engine for multiple countries.
- Building complex MyInsights reports for realtime offline actionable insights to end users leveraging multiple technology stack like javascript, css, Angular js and bootstrap. The result has added significant value in providing key info to the Reps out on the field even without active internet connection.
- Building a custom capability to have shared Case visibility between Veeva CRM (Salesforce Platform) and Service cloud (Salesforce) users with Apex class.
- Onsite allocation during Italy and France implementation phase ensuring effective client discussions during Alpha/Beta Reviews, UAT, Go-Live and Hypercare
- Liaising with Data Migration and Interface teams to facilitate topics overlapping multiple areas.
- Primary point of contact for all key Stakeholders during SIT, UAT and Hypercare.
- Creating Configuration workbook, process flow documents and Affiliate training documents to ensure proper maintenance of the application post Go-Live.

Associate (Feb'19 – Apr'19)

Allerga-Intl. Clinic Locator B

Allerga-Intl. Clinic Locator B is primarily based on community portal which offers a platform to clinic admins to register their clinic and practitioners associating them to the appropriate Brand they work for and store them in Salesforce database. These data will be available to the end users (common people) in public websites as per filter criteria.

- Requirement gathering, design and data model/ field set up for the project.
- Preparing process flow diagrams for client workshop.
- Working on Community portal with Apex class, lightning components, custom metadata types for the multi country implementation.
- Coordinating with release team, community portal setup during deployment

Associate (Jul'18– Feb'19)

AGN - Zeltiq Migration

AGN-Zeltiq migration was a post-Merger & Acquisition (M&A) IT systems integration project, which was focused on Veeva, Salesforce Sales and Service Cloud. It was a migration of Salesforce functionalities along with historical data from legacy application to Allergan International Veeva landscape for more than 70 countries across EMEA, APAC, LATAM and Canada regions.

- Extensive configuration and customization in Salesforce Sales and Service cloud (Account, Opportunity, Opportunity Products, Assets, Case).
- Analysis on AppExchange Products Conga Composer, Email To Case Premium, Case Merge Premium, Case Flags and DocuSign.
- Building Conga templates with Conga Composer Template builder following best approach suitable for a multilingual org. Designed and developed the Conga queries, Custom java script button for integration of CRM with Conga and DocuSign.
- Apex code changes in critical custom modules in the existing system to fit in new business requirements for the project.
- Application demonstration supported by detailed functional explanation to third part training teams for precise understanding of the business workflow.
- Alignment meetings with key business stakeholders during Alpha reviews, requirement gathering, UAT and Hypercare phase.
- Collaboration with multiple teams (QA, Data management, Release Management, BAU/Support) for knowledge transfer, document preparation, deployment and Hypercare bug-fix.
- Deployments using tools like - Change Set, Eclipse
- Data extraction using SQL developer, data migration using Data loader.
- Veeva Vault setup for document sync to Veeva CRM for multiple countries

Programmer Analyst (Oct'15 – Jun'18)

Mylan Run – CRM

- SFDC Object Configuration, Administration and Customization.
- Analyse and transform business requirements into Change Requests.
- Worked on GxP and Non-Gxp Releases (Creating Solution Change Document).
- Validation Rules, Approval Processes, Apex class and Triggers, Workflows, VMOCs, Fields, Record Type, Translation of SFDC components, Custom Settings, Custom Labels, Email templates, Reports-Dashboards etc.
- Managing daily ticket activities (monitoring Service Now) among offshore team and coordination with onsite team.
- Coordination with MDM, SAP teams for CRM issues involving integration.
- Refresh sandboxes to sync the changes from production.
- Regression testing of the application during Veeva and Salesforce platform upgrades.
- Scheduling client meetings to accelerate the issue resolution.
- Aided KT (Knowledge Transfer) to new team members, other teams.

Programmer Analyst Trainee (Sep'14 – Sep'15)

Mylan Run – CRM

Mylan Run – CRM was a Life Science AVM project which was mainly based on Veeva CRM application built upon Salesforce platform. It was mainly a Support and Enhancement project where service was

provided across multiple orgs for over 25 countries including US, Canada, Brazil, EMEA and APAC regions.

- Support analyst for complex Veeva application on Salesforce platform.
- Specialized in providing quick solutions for Client issues.
- Analysing and resolving critical tickets, assess defects, develop and bug fixes.
- SFDC configuration and touch Base on Apex Classes and Triggers.
- Integrated with Interface, Sprint and Veeva Support teams.
- Administered incident response and Change requests.
- Deployments using tools like - Change Set, Eclipse
- Data Management and Administration using Data Loader, Workbench.
- Designed and outlined Release documents on monthly enhancements.
- Aided KT (Knowledge Transfer) to new team members.

Organizational Activities

- Conducted multiple technical interviews for prospective recruits spanning different levels of experience in Veeva and Salesforce.
- Conducted advanced training within the organization on Veeva Order Management as part of Veeva COE.

BD Activity for Project win - Global Veeva Implementation for Upjohn

- Responsible for supporting technical estimation, project and resource planning for the large-scale introduction of Upjohn population into the Viatrix landscape spanning 16 months.
- Contribute to Bid Defense and proposal presentation/adjustment.

LANGUAGES

English, Bengali and Hindi

DECLARATION

The above information provided by me is true and have all the relevant documents to authenticate the same.

Sananda Mitra