

PROFESSIONAL SUMMARY

Seasoned Salesforce professional with 7+ years of expertise in high-quality product delivery and validation. Leveraging a strong foundation in systematic product testing and the development lifecycle, I possess certified knowledge in **Product Strategy, discovery (JTBD), and roadmap ownership**. I leverage my quality-first mindset to define **product roadmaps**, drive **user-centric solutions**, and ensure **scalable, trusted execution** for large-scale enterprise platforms. Seeking a challenging role to drive strategic product initiatives and deliver measurable business results.

KEY SKILLS

Sector	Consumer Goods (TPM), Telecomm (OSS &BSS), Banking
Product Strategy & Discovery	<p>Strategic Vision & Roadmapping: Defined and champions product strategy, roadmaps, and MVPs using Business Model Canvas, Competitive Analysis, Market Analysis, and Value Proposition. <i>Tools: Gemini, ChatGPT for trend analysis and market research.</i></p> <p>User-Centric Discovery: Expert in Job to be Done (JTBD), Persona Definition, Customer Journey Mapping, and leading user interviews to ensure product-market fit. <i>Tools: Research platforms (Perplexity) for detailed competitive insights.</i></p> <p>Design & Execution: Creating User Flow Diagrams and writing detailed User Stories with Acceptance Criteria for scaled development. <i>Tools: Prototyping/Wireframing (Figma, Lovely) for visualizing user experiences.</i></p>
Methodology	Agile (Scrum), Waterfall
Functional Skill	Salesforce Testing, Web Testing, API Testing (Postman), Vlocity Testing
Test Management	HP ALM, Azure DevOps, Microsoft Test Manager, JIRA
CRM Cloud/Tool	Siebel CRM, Consumer Goods Cloud (TPM), CPQ implemented on Sales Cloud, FSC Cloud
Agile & Tools	Scrum, Jira, Confluence, HP ALM, Azure DevOps, Tableau, MS Excel, SQL.

PRODUCT & TECHNICAL CERTIFICATIONS

Product Management	<p>Certified Scrum Product Owner (CSPO) (Scrum Alliance) Advanced Certified Scrum Product Owner (A-CSPO) (Scrum Alliance) Certified ScrumMaster (CSM) (Scrum Alliance) Certified Associate Product Manager (CAPM) (Institute of Product Leadership) International Certificate in Product Management (ICPM) (Institute of Product Leadership)</p>
Salesforce/Technical	<p>Trailhead All Star Ranger Salesforce Certified OmniStudio Developer Salesforce Certified OmniStudio Consultant Salesforce Certified App Builder Salesforce AI Associate Salesforce Agentforce Specialist</p>

PROFESSIONAL EXPERIENCE

SALESFORCE INDIA (Dec 2021 – Present)

Project: ANZ (Aug 2023 - Present) - Solution Consultant

- **Strategic Vision & Roadmap:** Influenced the product roadmap and defined feature prioritization through collaboration with cross-functional business and stakeholder teams for a large-scale Salesforce Finance Service Cloud implementation.
- **Product Execution & Lifecycle Management:** Drove the end-to-end product lifecycle from sprint planning to final deployment, serving as the final gatekeeper for product quality and ensuring scalable, high-quality delivery.
- **User-Centric Validation:** Led User Acceptance Testing (UAT) and System Integration Testing (SIT) to gather critical user feedback and systematically validate product-market fit for new features.
- **Ecosystem Management:** Managed stakeholder communications across multiple groups, ensuring product features met rigorous compliance and security requirements for a regulated banking environment.

Project: AT&T (Dec 2021 – Aug 2023) - Solution Consultant

- **Requirements & Design:** Collaborated closely with Product Owners and UI-UX designers to translate complex business requirements into detailed user stories with acceptance criteria for a CPQ implementation on Sales Cloud.
- **UX Alignment:** Partnered with the UI-UX team on Figma prototypes and low-fidelity designs to refine the user experience (UX) and ensure solution simplicity.
- **Agile Leadership:** Drove delivery efficiency by participating actively in daily scrum meetings and contributing to process optimization to maintain velocity against the product roadmap.

ACCENTURE (Dec 2017 – July 2021)

Project: Accenture CAS Product Engineering (Mar 2019 – July 2021) - Test Engineer

- **Platform Implementation:** Designed and executed robust test strategies for the Salesforce objects, and security rules for Consumer Goods Cloud (TPM), ensuring compliance with product requirements.
- **Cross-Functional Collaboration:** Directly engaged with Business Analysts and Developers to optimize test plans based on requirements, resulting in improved development efficiency.

Project: British Telecom (Dec 2017 – Mar 2019) - Shiftleft Analyst

- **Ecosystem Foundation:** Contributed to the delivery of large-scale Telecom platform projects (OSS & BSS) utilizing Siebel CRM, establishing foundational knowledge of Agile and Waterfall cycles.
- **Quality Assurance:** Developed and executed comprehensive test plans covering end-to-end quality assurance, including Functional, Database, Regression, and Sanity Testing.

EDUCATION

B.Tech :Veer Surendra Sai University Of Technology (formerly known UCE,Burla) (8.7 CPGA)

12th :KIIT Science College,Bhubaneswar (78%)

10th :St.Vincent Convent School,Balasore(72%)