

Abhay Kacker

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Qualifications & Expertise I bring to the table

- ✓ **Enterprise Architecture** – Strategy, design, and delivery across cloud and hybrid environments
- ✓ **Extensive experience across CRM technologies**, including **Sales Cloud, Marketing Cloud, Service Cloud, Field Service**, and **CPQ solutions**, delivering end-to-end customer lifecycle and revenue optimization strategies.
- ✓ **APAC Pre-Sales Leadership** – Complex deal structuring and stakeholder engagement across the region
- ✓ **Natural Language Processing (NLP)** – Design and application in real-world AI solutions
- ✓ **Machine Learning & AI** – BOT development, dataset training, trust layer implementation
- ✓ **Large Language Models (LLMs)** – Design, tuning, and deployment for business use cases
- ✓ **Prompt Engineering** – Optimizing LLM outputs for accuracy and relevance
- ✓ **Product Roadmaps** – Influencing and aligning with market needs and customer feedback
- ✓ **AI Trust & Ethics** – Implementation of guardrails, hallucination control, and governance
- ✓ **Team Leadership** – Cross-functional team management and technical mentoring
- ✓ **RFX Management** – End-to-end ownership of RFPs, RFIs, and RFQs
- ✓ **Value-Based Selling** – Business case development, ROI analysis, and strategic positioning

❖ Profile & Key Professional Achievements

- ✓ Led multi-million-dollar pre-sales engagements across Singapore, Philippines, Malaysia, and Indonesia for enterprise clients in Telecom, Hospitality, and Manufacturing—driving average ROI of 37% per customer.
- ✓ Designed and delivered enterprise cloud architectures, improving system performance and scalability while aligning with customer digital transformation goals.
- ✓ Championed AI/ML solutions (LLMs, NLP, and hallucination control), enabling a 65% boost in operational efficiency through custom model training and deployment.
- ✓ Architected complex multi-country CCAAS deployments (on-prem and cloud), enhancing multi-channel routing and customer experience across enterprise clients.
- ✓ Influenced product roadmaps by integrating voice-of-customer insights—directly contributing to platform improvements on solutions like Einstein 1.
- ✓ Drove 80%+ increase in product adoption through strategic value-based selling, tailored demos, and targeted stakeholder engagement across C-level and senior leadership.
- ✓ Overachieved sales and performance targets quarter-over-quarter, contributing significantly to regional revenue growth and customer retention.
- ✓ Managed cross-functional teams (without direct reporting lines) across product, engineering, support, and channels to ensure cohesive, customer-focused delivery.
- ✓ Provided AI automation advisory for complex business operations, including simulation design and collaboration with internal R&D teams to validate solutions.

- ✓ Executed end-to-end RFX processes (RFPs, RFIs, RFQs), positioning high-value solutions with business cases and ROI models aligned to enterprise KPIs.

❖ Employment History

- **Salesforce Singapore Pte. Ltd.** Jan 2020 – Present
Principal Solution Engineer
Click Software (Now Salesforce) Sept 2019 – Jan 2020
Solutions Consultant
- **Microsoft Singapore Pte. Ltd** June 2016 – Sept 2019
Technical Solutions Professional
- **Oracle India Pvt. Ltd.** July 2012 – June 2016
Principal Sales Consultant
- **Salesforce.com** Sept 2010 – May 2012
Sr. Sales Engineer
- **Salesforce.com** Aug 2008 – Sept 2010
Sales Engineer
- **Compro Services Pvt Ltd** Oct 2006 – July 2008
Associate CRM analyst
- **Various roles** Aug 2002 – June 2006

❖ Academics

- ✓ **Strategic AI Program** 2024
University of San Francisco
- ✓ **Big Data Certificate Program** 2023
Ashland University
- ✓ **Engineering Leadership** 2022
California State University
- ✓ **Transformative Leadership in Disruptive Times** 2021
The George Washington University, School of Business
- ✓ **Master's in business administration** 2008
IMT, Ghaziabad (India)
- ✓ **Bachelor of Information Technology** 2002
Manipal Academy of Higher education (India)
- ✓ **B.A. (English) Honors** 2002
Delhi University (India)