

### Qualifications & Expertise I bring to the table

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- ✓ **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

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

#### ❖ Academics

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