ASHWIN SANKARAN

Board Member / Strategic Technology Executive / Director Enterprise Applications

CONTACT

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AREAS OF EXPERTISE

- **Enterprise Architecture**
- **Project & Program Management**
- **Business Transformation**
- **AI / ML Expertise**
- **ERP Migrations**
- **MarTech, CDP, CRM and ERP**
- **Technology Consulting**
- **Data Analysis and governance**
- **Revenue Operations Expertise**
- **Data Architecture & Analytics**
- **M&A Expertise**
- **B2C and B2B**
- **Generative AI**
- **Systems Integration**
- **Leadership**
- **Cost Efficiency Optimization**
- **Stakeholder Engagement**
- **Cloud Services**
- **Technical Acumen**
- **Strategic Planning**
- **Collaboration & Teamwork**
- **Exceptional Interpersonal skills**
- **Multi-tasking**
- **Attention to Detail**
- **Creative Problem Solver**

EDUCATION

Master of Science (GPA: 3.5/4.0)
Central Michigan University, MI, USA

Bachelor of Engineering (GPA: 3.7/4.0)
Bharathidasan University, Trichy, India

Executive Course:
Artificial Intelligence: Implications for Business Strategy Certificate from MIT (July to Oct 2024)

CERTIFICATIONS

- **Certification of Scrum Master, Scrum Alliance. Received - Dec 2019**

- **Certified Scrum Product Owner, Scrum Alliance. Received – July 2021**

PROFESSIONAL SUMMARY

Results-driven IT Leader with **20 years of experience**, including over a decade in senior leadership roles, specializing in **AI/ML integration within enterprise applications across CRM, Marketing, Order to Cash, Sales, Support, Billing, Finance, and HR**. Adept at leading digital and business transformations across diverse industries such as SaaS, Non-profit, Educational, Retail, Utilities, Manufacturing, and Consumer Goods. Proven expertise in leveraging **AI/ML for predictive analytics, automation, and process optimization**, **strategic advisory, driving innovation and operational efficiency, full lifecycle development, and implementation of advanced technology solutions.** Recognized for exceptional problem-solving, strong leadership, and strategic vision, driving operational efficiency and optimizing enterprise solutions. Seeking to leverage expertise in a dynamic organization to deliver impactful results.

TECHNICAL SNAPSHOTS

Marketing Tools: Marketo, Pardot, Segment, 6Sense, DNB, ACS, Braze, Evergage, GTM, **HubSpot**, AEM
Sales Tools: Salesforce Sales Cloud and CPQ, Conga CPQ, CLM, Clari, DocuSign, Conga Sign, Conga Composer, Salesloft, Outreach, Rainking, ZoomInfo, Spiff, MRP, Mintigo, Cvent, Eventbrite
Customer Success Tools: Salesforce Service Cloud, Communities, Financial Force, Gong, Zendesk, Gainsight
Finance Tools: Workday Adaptive, Anaplan, NetSuite, Sage Intacct**,** Stripe, Digital River, Chargebee, Zuora, MetraNet, Versapay, Avalara, MineralTree, Concur, ADP, Conga Billing, Navan, FloQast
HRIS Tools: Workday, Greenhouse, Smart Recruiters, Blackbaud, Percipio, Namely, BambooHR
Analytics Tools: Snowflake, PowerBI, Google BigQuery, Quick Base, Skilljar, Adobe Analytics
Middleware & IT Tools: Zendesk, Celigo, Boomi, Zapier, Workato, Stich, Fivetran, Okta, Auth0
SAP Technologies: SAPR/3 4.7/4.6C, SAP S/4HANA, SAP CRM 4.0/ 5.0/ 2007, Vistex, Triple Point
Cloud Storage: Azure Blobs, Amazon S3, AWS
Modeling Tools: Enterprise Architecture 9.3, ARIS, MS Visio, Gliffy, LucidChart, Miro, Figma

PROFESSIONAL EXPERIENCE

Central Michigan University, Mt. Pleasant, MI   *Spring 25' Semester*
Adjunct Faculty Member

- As key industry contact, **developed curriculum** with real world scenarios and **AI/ML concentration.**

Food Rescue Collaborative, Boston, MA   *Nov 2024 – Present*
Board Member

- Provide **Strategic technology advisory** to drive technology initiatives to address critical inefficiencies in food rescue operations with a goal to expand across MA, NH and RI.
- Lead **digital transformation** of real-time data hub, **AI / ML solutions to optimize logistics** between delivery trucks, agencies, pantries and other centers to minimize food insecurity across communities.

Environment: Salesforce NPSP, Marketing Cloud, Experience Cloud, Quickbase, WordPress

In Control Family Foundation, Boston, MA   *Oct 2024 – Present*
Strategic Technology Executive – Systems Committee

- Leading comprehensive **digital transformation** of core operations in pro-bono capacity, including e-commerce, event/course registration, donor & grant management, **CRM, ERP** and payment processing.
- Introducing **AI capabilities** to improve operations, overhaul data architecture and integrations across website, CRM, and payment platforms to enhance efficiency, data governance, and user experience.
- Aligned technology solutions with improving operational resilience, and **public safety initiatives.**

Environment: Salesforce NPSP, Einstein, Marketing Cloud, Experience Cloud, Netsuite, Zapier, Active Campaigns, Give Butter, Enjova, Authorize.net, Square Space

Conga, Boston MA   *June 2022 – July 2024*
Director, Enterprise Applications

As a senior leader in **Business Applications function**, partner with C-level executives to design the business process framework, manage the technology roadmap for digital transformation, and oversee solutions assessment, design, implementation, and operations in GTM, Finance, and HR.

- Drove the execution of large **GTM, Finance and HR programs**, managing a portfolio of **digital transformation** programs. Managed the overall enterprise applications budget of approximately **$3M**.
- **Key outcomes included 30+ strategic initiatives within the CFO and CIO offices,** over $3M in cost savings including Salesforce consolidation, **migration of multiple SKUs to Conga's platform**, ERP migration from Intacct to NetSuite, MDM strategy, reference architecture, and inception of AI literacy.
- **Partner with CMO and CRO to optimize** GTM stack and marketing process transformation including new Trial experience, Omni-channel strategy, implement CDP, multi-touch attribution, website personalization, Optimize Opportunity, Forecasting & Contract Management within Salesforce,
- Managed 20-member high performing Scrum teams across (Salesforce, NetSuite, Workday).
- Established SLAs for application service partners, release management and development guidelines.
- Provided regular stakeholder updates across various forums, proactively identifying risks
- Managed relationships with stakeholders across Sales, Marketing, Finance, HR, and ELT members, including A/P, A/R, Purchasing, Accounting, Billing, FP&A, Compensation, Payroll, and Benefits.

❖ Engaged with **10+ vendors,** including Oracle ACS, Mercer, Kforce, Crowe, and Cross-Country Consulting.
Environment: Salesforce (CPQ, Sales and Service Cloud), Conga CLM, NetSuite, Sage Intaact, Anaplan, Adaptive, Matillion, Stitch, Workday, Marketo, Segment, 6Sense, Outreach, Salesloft, Financial Force, Workday, Greenhouse, Smart Recruiters, MineralTree, Avalara, Concur, Navan, Floqast, Versapay

Izotope, Cambridge MA   *Mar 2021 – Apr 2022*
Assoc Dir / Sr. Business Systems Solution Architect

As a **senior leader in the GTM/Commercial team, successfully spearheaded transformative initiatives** for our new subscription model and enhanced critical systems, including CRM (Salesforce Sales and Service Cloud, CPQ), Marketing Tech stack (Marketo, Adobe AEM, ACS), **e-Commerce (Digital River), ERP (NetSuite, SAP S/4HANA)** and AI capabilities.
❖ Managed the strategic **CIO office program portfolio for GTM (CRM, MarTech), HRIS (Workday), and Finance (ERP).**
❖ Led execution of **multiple key initiatives within GTM organization** including **AI pricing model,** implement CLM, 20K Subscription goal in 2021 using Marketo and Salesforce, Member 360 profile, multi-touch attributions, trial experience, data governance strategies and setup DW with Google BQ.
❖ Managed HR process transformation including Open Enrollments, Performance Management and other areas
❖ **Key outcomes included 20% increase in overall revenue due to subscriptions at the end of first year, operational efficiency through AI pricing model improved order processing workflows by 40% and personalization strategies reduced CAC by 20%.**
❖ Provided leadership in prioritizing cloud-first initiatives, resource planning, proactive risk management, project execution, and KPI tracking.
❖ Oversaw the efficient consolidation of systems (CRM, ERP, and MarTech) post-M&A with Native Instruments.
❖ Managed a skilled team of **15 engineers** and multiple vendor teams to maintain the efficient Order to Cash technology stack.
Environment: Salesforce (CPQ, Sales and Service Cloud), Marketo, Digital River, AEM, ACS, Google BQ, Workday, Zapier, Zendesk, Boomi, NetSuite, SAP S/4HANA, Okta, Auth0, Adobe Analytics, Google Tag Manager, Data Fusion, Fivetran, Miro

Carbonite, OpenText, Boston MA   *July 2019 – Mar 2021*
Sr. Implemetation Manager / Principal Business Systems Analyst

As a **senior leader within GTM organization, led** multiple Scrum teams in transforming Carbonite's CRM and billing platforms, managing a budget of approximately **$2.5 million**. Implemented strategic processes for development and quality assurance methodologies.
❖ Led execution of key initiatives within **GTM / Commercial function**. Defined key process standards for full life cycle implementation of the billing transformation program of consolidation of MarTech stack**.** Salesforce CRM consolidation and ERP Migration NetSuite to Zuora using Salesforce CPQ
❖ **Upon OpenText M&A, strategized the To-Be Architecture of consolidated Omni-channel strategy with the Martech and Sales systems stack and identified the optimal GTM processes, data strategies, and CRM data governance.**
❖ Facilitated engaging workshops to establish Carbonite Selling and Finance Guidelines, focusing on revamping CRM processes, SKU rationalization, pricing and discount frameworks, partner strategies and managing ITSM services.
❖ **Key outcomes included 25% annual reduction in IT maintenance expenses saving Carbonite approximately $1.2 million annually and improving efficiency gains by accelerating Finance close by 2-3 days. Finally, Carbonite was able to meet 5% YoY subscription growth targets**
❖ Managed **5 BAs and 15 engineers**, establishing a **PMO/Business Analysis Center of Excellence** and implementing an effective OKR framework.
Environment: Salesforce (CPQ, Sales Cloud, Marketing), Marketo, Zuora, SAP S/4HANA, NetSuite, Zendesk, Worakto, Lucidchart, PowerBI

Quickbase, Cambridge MA   *July 2014 – July 2019*
Sr. Implementation Manager / Lead Business Analyst

As a **senior leader in Business Operations**, **led customer implementations, pre-sales calls,** enhanced the technology landscape to support company objectives, managed vendor relationships across multiple projects, and ensured timely completion and resource optimization for effective project delivery.
❖ **Managed the PMO roadmap with various business teams delivering Quickbase solutions across multiple customers within all segments.**
❖ Partnered with the **CRO & CMO** to rearchitect the Marketing Tech stack, consolidating redundant platforms and optimizing pipeline forecasting, territory management, trial experiences, sales enablement, and the SDR organization, while streamlining the GTM roadmap.
❖ Led through MDM and CDP implementations, ERP Migration, HRIS optimization and utilized **Sirius Decisions framework, DNB waterfall techniques.**
❖ **Key outcomes included reducing redundant marketing applications leading to $2 million in annual savings, improved operational efficiency of lead conversion by 30% ultimately leading to 5% improvement in EBITDA.**
❖ Negotiated annual vendor contract renewals, resulting in estimated savings of **$750k year-over-year**.
Environment: Quickbase, Salesforce, Zuora, Outreach, NetSuite, HubSpot, Marketo, Boomi, Workato, ServiceNow, D&B, Hoovers, Skilljar

Prevatek Development, North Andover MA   *Oct 2013 – May 2014*
Business Systems Analyst

As a **BSA / project manager**, successfully managed multiple projects for diverse end customers, streamlining internal business processes and standards related to development and quality assurance. This enhanced organization and efficiency within the teams, leading to improved project outcomes.
Environment: SQL Server, Oracle, MS Office 2007 (Word, Excel, Power point, Visio), Fogbugz

MetraTech Corporation, Waltham MA   *Sept 2011 – Sept 2013*
Business / Functional Analyst – Professional Services
Customer List: - GXS (Open Text), TELUS, Concur and Bell Canada
As a Sr. Business analyst, managed MetraNet projects, inception to go live. Responsible for writing SOWs, delivery of all projects, facilitate 10+ sales calls
Environment: MetraNet 5.0, 6.5 &6.8 Enterprise Architecture 9.3, JIRA, HP Quality Center

Accenture & EDS   *Jun 2007 – Sept 2011*
SAP SD / CRM / APO Consultant
Customer List: - Kellogg's, Best Buy, Allegheny Powers, Cargill, Boston Scientific and Sara Lee
❖ **Led the implementation of SAP ECC and CRM across various industries.**
❖ Managed key third-party vendors, including Vistex, Triple Point, and Avalara, overseeing multiple integrations.
Environment: Sales force CRM, SAP R/3 4.7, SAP ECC, SAP CRM 2007, MS Visio, ARIS, Triple Point, Vistex

Teradyne Diagnostics - STI   *Jan 2006 – Jun 2007*
Database Programmer
❖ **Managed multiple database programs and upgrades for various diagnostic module testing within Ford Motor Company.**