

Ashwin's Profile Walkthrough

Highlights

- **Experience Summary**
- **How can I help organizations?**
- **Appendix**



Experience Summary

~20 years of overall industry exp

10+ years of leadership roles

7+ years of consulting exp w/ Accenture, EDS & MetraTech

Salesforce (Sales, Service Clouds, CPQ), multiple ERP (NetSuite, SAP, Intacct)

Diverse Industry exp (Retail, Manufacturing, Utilities, Consumer Goods, SaaS etc.)

Setup BACoE and PMO at QuickBase and Carbonite

- Data Governance
- MDM Architecture
- ETL integrations
- ARR Reporting
- Billings Reconciliation and Categorization
- Health Metrics on Accounts

- Implement PSA
- Implemented LMS
- Communities Setup
- eCommerce Strategy
- LMS – CRM Integration
- Support Tickets Routing
- PS / SE Workflows

- Open Enrollment for all global regions
- Annual Compensation process
- Payroll integrations
- Talent and Performance Management
- ATS integrations



- Setup MarTech Stack
- Digital Mktg Automation
- D&B Smart Forms, Lead personalization & Scoring
- Marketo – CRM intg
- Marketing Effectiveness
- Data Governance w/D&B

- SKU Rationalization
- Service Offerings
- Pricing Strategy
- CRM Consolidation
- Sirius Decisions Lead Funnel
- CPQ (SFDC, Zuora)
- Sales Commission

- A/R, A/P, Procurement Rev Rec, Billing
- CLM Expertise
- FP&A and Integrations
- Product & Regional P&L
- Subscription and Services Order process
- Payroll, Tax and Audit

How can I help?

- 1. Lead Enterprise Applications:** Ability to lead multiple teams around **core foundational systems (Martech, CDP, CRM, CPQ, PSA, CLM, Billing, ERP, HCM, Communities, ATS etc.)** to support all key internal business teams
- 2. Strategic Advisory & System Implementation:** **Strategize technology roadmap** and execute **Full Life Cycle implementations** leveraging development methodologies and speed to market from inception to completion
- 3. Business Process and Data Governance:** Setup best in class Business Process COE and data governance **framework, strategy** that will enable to define **one unified business process** cross-functionally enabling business to develop strategies for increased revenues and treating corporate data as ASSET developing single source of truth
- 4. Servant Leadership:** Create an opportunity for everyone on the team to reach their full potential and become future leaders through **inclusive, servant and forward-looking leadership**

Personal Accomplishments

1. **Non Profit Associations:** I am helping multiple non-profits with technology and operations

- **Food Rescue Collaborative – As a board member,** help strategize their technology in food rescue operations
- **Drive In Control – As a Strategic Technology Executive,** help with digital transformation efforts
- **Greater Boston Food Bank and Bedford Council of Aging:** Volunteering to distribute food to senior citizens

2. **Public Speaking:** I was invited as distinguished speaker on a few occasions:

- **Central Michigan University:** Delivered the keynote speech for the MSA Department's 50th Anniversary on *“Leadership in Digital Age, Data Architecture and Advent of AI in organizations”*
- **International Conference in Indonesia (ARTEII 2024):** Delivered a speech on *“Challenges and Solutions for Secure and Scalable Data Architecture in Informatics”*
- **P.V. Polytechnic in India - Technology Summit 2022:** Delivered as a distinguished speaker on *“Advancement of SaaS Applications and Digital Transformation”*

3. **Research Work:** I have been extensively involved in AI and ML research, particularly focused on **healthcare applications for Elderly care and public safety.**

- **Human Activity Recognition (HAR)** using wearable sensors, with a goal to improve elderly care through real-time monitoring and proactive emergency interventions. **In Peer review at a reputable AI Journal “PeerJ – AI Applications”.**
- **Digital Twinning** to create virtual representations that can simulate health trajectories and predict treatment strategies. **Conference:** Presented in the International Conference on Advances in Computing Communication and Materials (ICACCM 2024) on Nov 22, 2024.
- **AI in Geriatric Healthcare:** Study on opportunities and challenges in a transforming landscape. **In Peer review at “Frontiers in Health Informatics” journal**

Personal Accomplishments

4. Mentorship and Developing Skilled Workforce:

- **Central Michigan University:**
 - ❖ **Adjunct Faculty:** As a key industry contact, I have taken the role of adjunct instructor **with the MSA department** helping create an **advanced AI/ML curriculum**
 - ❖ Establish professional mentorship and career guidance program
- **"Mentors in Tech" (MinT): Active mentor at MinT**, a year-round program where non-traditional students gain essential industry knowledge
- **Pay Forward Coaching:** I'm on the waiting list to be onboarded as a mentor with **"Pay forward Coaching"**

5. Book Authorship: I authored a book titled **"AI/ML Framework - Beginner's Guide"** published by **Scientific International Publishing House (SIPH), registered under the Ministry of SME, India** serves as a structured introduction to the foundational concepts in artificial intelligence (AI) and machine learning (ML). **I generously distributed copies** of this book to educational institutions in rural South India, aiming to support global technological literacy and educational growth. The book is currently available at:

- **V.R.S College of Engineering and Technology, India**
- **Srimath Sivagnana Balaya Swamigal Tamil, Arts, Science College, India**
- **P.V. Polytechnic College, India**

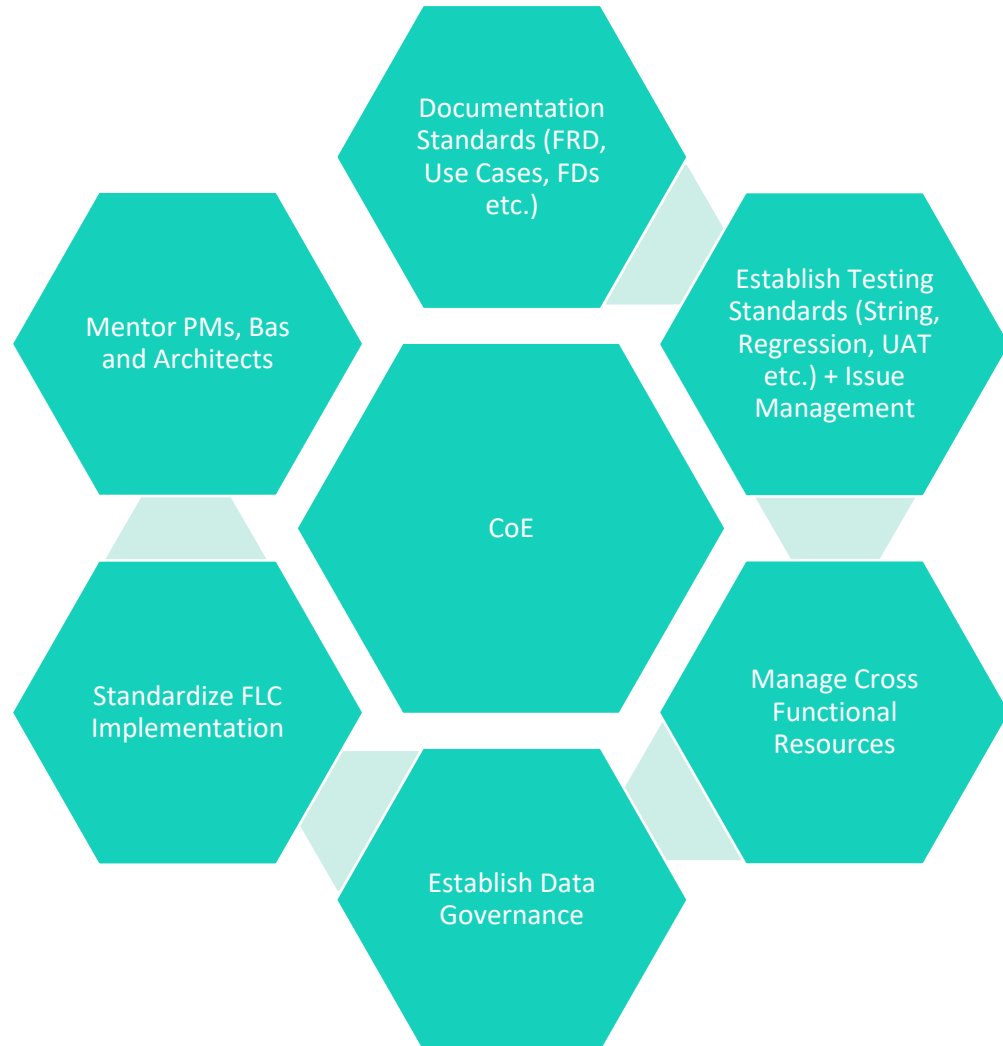
6. Executive AI Course – AI impact on organizations from Massachusetts Institute of Technology

Appendix / Highlights

Why CoE?

Business need for this function:

This will be a critical function within the IT organization that will help standardize how we approach Full Life Cycle system implementations



Typical Full Life Cycle Implementation

Business Process Refinement

Challenges:

- Absence of core set of use cases / requirements
- No BA Standards and Processes

Process / Techniques:

- Steering Committee Prioritization
- Weekly BA Review
- Program LT Review
- Artifacts (Flows, FDs etc.)
- Spikes each Sprint
- Standardize Scrum Artifacts

Benefits:

- Parallel workstreams
- Fully defined Use Cases and Reqs for the Program
- Established Cross-Func Team alignment on key processes

Dev Process Refinement

Challenges:

- Velocity of the Dev Team ~65%
- High % of Bugs

Process / Techniques:

- Dev Team Accountability (ETAs)
- Peer Code Review
- Bug Prioritization and SLAs
- Show and Tell
- Demo (Midway and End of Sprint)

Benefits:

- >30% improvement in bug reduction
- Sprints resulted in >90% Velocity

QA Process Refinement

Challenges:

- QE Team late start
- No Regression / UAT Frameworks
- Onboarding of QE Resources

Process / Techniques:

- Approval for Test Case Review
- BA – QE Handoffs
- Regression & UAT Test Suite
- UAT bug triaging
- Bug Prioritization

Benefits:

- QE Test Cycles improved ~50%
- Established Regression and UAT Frameworks

Sprint Ceremonies

Challenges:

- Inability to accurately plan
- Team Collaboration

Process / Techniques:

- Introduced Backlog Grooming
- Sprint Planning
- Run Daily Stand ups
- Retrospective
- Run Sprint Demo

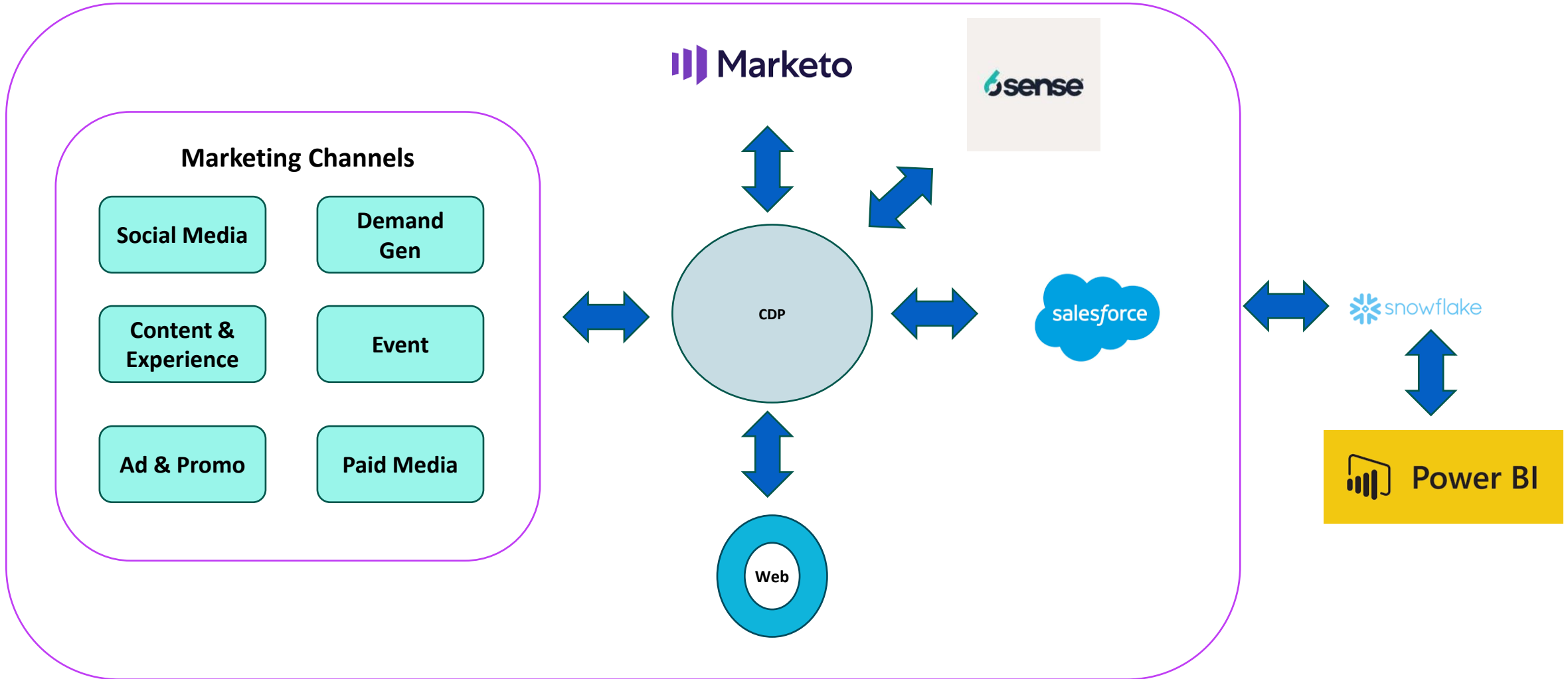
Benefits:

- Sprint delivery of Dev team increased by 25%
- Proactively identified risks and increased effectiveness across the entire team

Key Deliverables

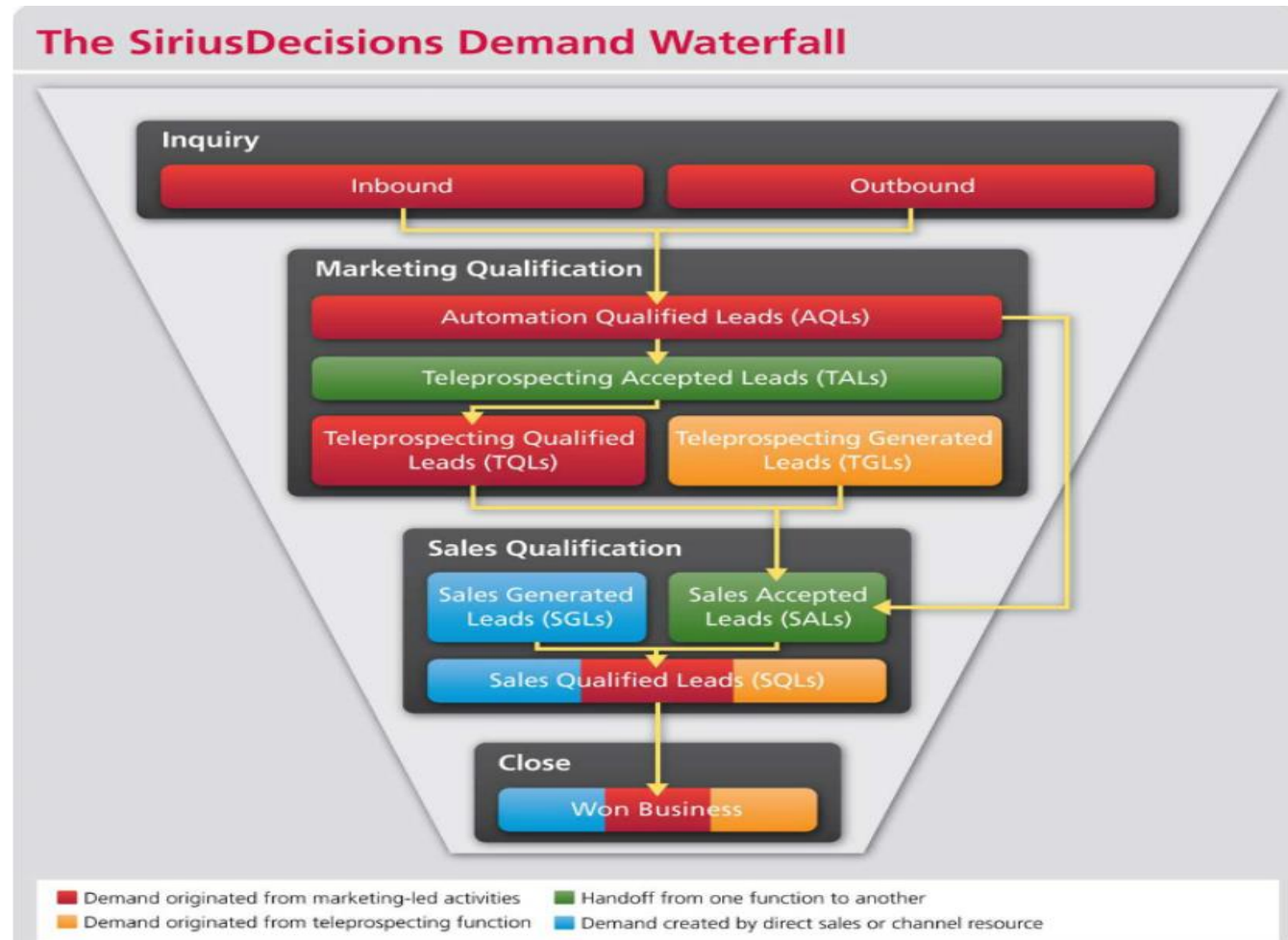
1. Program Charter
2. Foundational Use Cases
3. E2E Process Flows
4. Requirements
5. Process Guidelines
6. Regression & UAT Master Test Suite
7. Comprehensive Process Docs
8. Go Live Checklist
9. Data Migration & Mapping

Typical Martech Key Integrations



Lead Conversion Funnel

- Handshake between Marketing and Sales Operations
- Mapping of Lead Stages
- Gating criteria for each Stage



Smart Personalization Capabilities

- Primary Drivers

- Identify Company of the user who is filling in the Web form and personalize their experience based on Company Size and Industry
- Feed info into Marketing automation for personalizing nurture streams and customize Lead Scoring

Personalization capabilities

- IP Matching
- Cookie Matching
- Form Type ahead feature
- Domain Match API call
- Company Match API call
- Email Match API call

 <p>John C. Doe CEO of ACME, Inc. \$500,000 Annual Salary</p>	<p>jd@acme.com 555-555-5555</p>	  
 <p>ACME Inc. 1 Acme Drive Austin, Tx 78752 D-U-N-S: 060704585</p>	<p>Electronic Computers \$138M Annual Sales 7,578 Employees 12 Locations</p>	<p>Viability 56 EN</p> <p>Financial Stress 27</p> <p>Company Credit 82</p> <p>Emp. Growth 6%</p>

Commercial Contracts KPIs

- **Contract Cycle Time**
- **Contract Compliance Rate**
- **Contract Renewal Rate**
- **Contract Value**
- **Contract Dispute Resolution Time**
- **Contract Utilization Rate**
- **Error Rate in Contracts**
- **Time to Approve Contracts**
- **Contractual Obligation Fulfillment**
- **Savings Achieved through Negotiations**
- **Customer Satisfaction Score**
- **Number of Contracts Managed per Employee**
- **Rate of Contract Automation**

Revenue Reporting and Forecasting

- Re-engineered Middleware to implement Revenue and Forecast dashboards for C-Level Executives

Companies

	Actual Month	Op Plan Month	Actuals to Op Plan		Prior Year Month	Actuals to Prior Year	
			Index	To-Go		Index	To-Go
Revenue							
New Acquisitions	\$3.0k	\$2.0k	150.0	\$58.7k	\$2.0k	75.4	\$2.0k
Expand	\$0.0k	\$2.0k	50.0	\$0.0k	\$2.0k	27.2	\$0.0k
Downgrade	-\$40.2k	-\$40.2k	100.4	-\$0.2k	-\$40.2k	114.3	-\$0.2k
Cancel	-\$2.0k	-\$2.0k	81.9	\$5.4k	-\$2.0k	114.8	-\$0.7k
Suspend	-\$10.0k	\$0.0k	0.0	\$0.0k	-\$10.0k	244.2	-\$10.0k
Resume	\$0.0k	\$0.0k	0.0	\$0.0k	\$3.0k	100.0	\$0.1k
Net Incremental	-\$0.0k	\$0.0k	-6.2	\$0.0k	\$1.0k	-9.9	\$1.0k
Transactions							
New Transactions	0	1	32.5	0	0	0	30
Expand Transactions	0	27	49.6	0	0	0	154
Downgrade Transactions	0	0	87.5	8	0	0	-1
Cancel Transactions	0	0	72.4	16	0	0	-2
Suspend Transactions	0	0	0.0	0	0	0	-3
Resume Transactions	0	0	0.0	0	0	0	2
Total Net New Companies	0	0	-8.9	0	0	0	32

Account Forecast Details

	Forecast	% Attainment (MU&R vs Forecast)	MU&R Actuals (Account)	Closed Won	Open Commit	Open Upside	Open Pipeline
New Business	\$2,500.00	194%	\$4,850.00	\$6,149.00			
Upgrade	\$1,000.00	16%	\$163.76	\$180.00			
Downgrade	\$0.00						
Cancel	\$0.00		-\$250.00	-\$250.00			
Suspend							
Resume							
Net Incremental	\$3,500.00	136%	\$4,763.76	\$6,079.00	\$0.00	\$0.00	\$0.00
Unit Totals			6	9	0	0	0

Gap -\$1,263.76

Pipeline Coverage -0.00%