

ASHWIN SANKARAN

Director Enterprise Applications / Strategic Program Leader



CONTACT



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AREAS OF EXPERTISE

- Enterprise Architecture
- Project & Program Management
- Digital Transformation
- AI / ML Expertise
- Strategic Planning & Execution
- MarTech Architecture
- GTM Expertise
- MAP and CDP Expertise
- Attribution Modeling & Analytics
- Cross Functional Leadership
- Cost Efficiency Optimization
- Stakeholder Engagement
- Technology Consulting
- Systems Integration
- Data Analysis and governance
- Agile Framework Expertise
- M&A Expertise
- B2C and B2B
- Generative AI
- Cloud Services
- Technical Acumen
- ERP Migrations
- Collaboration & Teamwork
- 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 and MarTech Leader with **20 years of experience**, including over a decade in senior leadership roles, specializing in **enterprise applications across MarTech (Marketo, CDP, marketing automation)**, Order to Cash, Sales, Support, Billing, Finance, and HR. Adept at leading **digital transformations** and building **scalable marketing technology ecosystems** that drive pipeline growth, optimize customer journeys, and enable data-driven decision-making through **AI/ML, predictive analytics, and marketing automation**. **Proven expertise in strategic MarTech stack ownership, cross-functional leadership with CMOs/CROs/COOs, and implementing agentic AI solutions** across diverse industries including SaaS, Retail, Consumer Goods, Manufacturing, and Non-profit sectors. Recognized for delivering operational efficiency, cost-optimized technology solutions, and measurable business impact through both technical acumen and executive-level strategic vision.

TECHNICAL SNAPSHOTS

Marketing & Engagement Platforms: Marketo, SF Marketing Cloud, Segment, 6Sense, DNB, AEM, ACS, Braze, Evergage, Hubspot, Google Tag Manager, Google Ads, Facebook Ads, LinkedIn
Analytics & Data Platforms: Snowflake, PowerBI, Google BigQuery, Google Analytics, Adobe Analytics
Middleware & Integration: Workato, Fivetran, Celigo, Boomi, Zapier, Zendesk, FreshService, Auth0
Sales Technology: Salesforce Sales Cloud, Commerce Cloud and CPQ, Conga CPQ, CLM, Clari, DocuSign, Conga Sign, Conga Composer, Outreach, Rainking, ZoomInfo, Spiff, MRP, Mintigo, Cvent, Eventbrite
Customer Success Tools: Salesforce Service Cloud, Gainsight, Communities, Financial Force, Gong, Docebo
Finance & Billing Systems: NetSuite, Intacct, Adaptive, Anaplan, Stripe, Digital River, Zuora, MetraNet, Versapay, Avalara, MineralTree, Concur, ADP, Conga Billing, Navan, FloQast
SAP Ecosystem: SAP R/3 4.7/4.6C, SAP S/4HANA, SAP CRM 4.0/ 5.0/ 2007, Vistex, Triple Point
HRIS Platforms: Workday, Greenhouse, Smart Recruiters, Blackbaud, Percipio, Namely, BambooHR
Cloud Storage & Infrastructure: Azure Blobs, Amazon S3, AWS
Modeling Tools: Enterprise Architecture 9.3, ARIS, MS Visio, Gliffy, LucidChart, Miro, Figma

PROFESSIONAL EXPERIENCE

Clients: Nobull, In Control Family Foundation, and FRC

July 2024 - Present

Director, Enterprise Systems / Strategic Technology Executive

Serve as a strategic technology leader and enterprise systems advisor across multiple clients, spearheading full-cycle digital transformation efforts with a heavy focus on MarTech and GTM systems.

- ❖ Acted as a **strategic advisor to C-level executives** planning and aligning technology roadmap.
- ❖ **Leading end-to-end MarTech transformation at Nobull, aligning technology with GTM goals by optimizing Shopify, Marketo, Segment, and ERP/Data Warehouse integrations.** Established roadmap, ran stakeholder workshops, and translated GTM needs into scalable digital workflows.
- ❖ **Defined and implemented KPIs and OKRs** to measure program effectiveness and campaign performance, ensuring alignment between marketing, sales, and technology teams.
- ❖ **Modernized marketing data stack** by orchestrating integration strategies across Fivetran, Workato, and Zapier, enhancing lead flow, attribution, and personalization across platforms.
- ❖ **At In Control, led Omni-channel Marketing strategy and Salesforce Non-Profit Cloud implementation, including AI capabilities** for streamlined prospecting, opportunity and outreach workflows.
- ❖ **At FRC, built a real-time data hub with AI/ML-driven logistics** to improve food rescue delivery efficiency and community impact.
- ❖ **Built agile marketing operations frameworks**, managing backlog grooming, sprint planning, and cross-functional collaboration across marketing, sales, and product.
- ❖ **Drove data governance and MDM strategy to ensure clean, unified customer and campaign data** across marketing and CRM platforms.

Environment: Marketo, Segment, Shopify, Salesforce (Sales & Non-Profit Cloud), Netsuite, WordPress, Quickbase, Active Campaigns, Cvent, Fivetran, Workato, Zapier

Conga, Boston MA

Jun 2022 – Jul 2024

Director, Enterprise Applications

Serve as a senior leader within the **Business Applications** function, partnering with C-level executives (CMO, CRO, CFO, CIO) to drive enterprise-wide digital transformation with a strong focus on marketing technology (MarTech), go-to-market systems, Finance and customer-centric architecture.

- ❖ **Led strategic transformation of the GTM and MarTech stack**, optimizing Marketo, Salesforce and CDP platforms to improve trial conversion, pipeline visibility, omni-channel and revenue attribution.
- ❖ **Partnered with the CMO and CRO** to re-architect lead-to-revenue processes, implement **multi-touch attribution models**, and embed **AI-driven insights** into campaign targeting and sales activation strategies.
- ❖ Owned the **marketing technology roadmap**, overseeing MAP, CDP, and sales automation initiatives across a **\$3M portfolio**; identified and resolved ~\$8M lead-to-cash gaps between Marketo, Salesforce CPQ, and NetSuite.
- ❖ Delivered **30+ strategic initiatives within the CFO and CIO offices**, spanning post-M&A system consolidations (Salesforce, ERP), **MarTech stack optimization**, and finance transformations impacting pipeline visibility, campaign ROI tracking, and executive-level reporting.
- ❖ **Directed data governance and personalization architecture**, integrating MAP, CRM, and CDP for clean customer records, lifecycle visibility, and targeted segmentation.

- ❖ **Partnered with field marketing and sales enablement** to support campaign execution, develop segmentation strategies, and drive A/B testing, nurture programs, and sales insights via Marketo Sales Insight.
- ❖ **Implemented agile framework and scrum of scrums**, ensuring adherence to all agile ceremonies with backlog grooming, Sprint planning, Stand-ups, Sprint Review and Retrospectives. Ensured standards are followed with user story, epics and acceptance criteria.
- ❖ **Implemented PMO framework**, ensuring budgets, timelines, scope of projects, tracking KPIs to meet program operational efficiency targets.
- ❖ **Managed and scaled a 20-member global scrum team**, establishing OKRs, KPIs, and agile ceremonies to ensure delivery of MarTech and automation projects on time and on budget.
- ❖ **Engaged with 10+ vendors**, including Oracle ACS, Mercer, Kforce, Crowe, and Cross-Country Consulting.
- ❖ **Directed vendor and platform evaluations (Marketo, 6Sense, Workato, FinancialForce, SmartRecruiters, Greenhouse)**, driving technology rationalization and fit-for-purpose adoption.
- ❖ **Managed migrations** including SF to Conga's platform for CPQ, CLM, Adaptive planning to Anaplan T&E Concur to Navan, and ATS (Workday to GH).

Environment: Marketo, 6Sense, Salesforce (CPQ, Sales & Service Cloud), NetSuite, Workato, Workday, FloQast, Navan, Adaptive, Anaplan, Versapay, Conga, MineralTree, Greenhouse, SmartRecruiters, Stripe, FinancialForce

Izotope, Cambridge MA

Mar 2021 – Apr 2022

Sr. Business Systems Solution Architect / Assoc. Director

Senior leader in the Commercial (GTM) team driving transformation of core marketing, sales, and finance technologies to support a new **subscription-based revenue model** and **enterprise-wide digital innovation**. Oversaw a strategic portfolio across **MarTech (Marketo, AEM, ACS)**, **CRM (Salesforce CPQ)**, **ERP (NetSuite)**, and **eCommerce (Digital River)** platforms, in alignment with the CIO and CFO office.

- ❖ **Led MarTech and GTM modernization**, including Marketo, Adobe AEM/ACS, Salesforce CPQ, and Digital River to enable **personalized customer journeys**, scalable eCommerce, and campaign automation **for a 20K subscription goal in 2021**.
- ❖ **Led post-merger MarTech, CRM and ERP consolidation** including migration of Braze to Marketo (50+ customer journeys), deployed Segment CDP, and aligned Salesforce/NetSuite.
- ❖ **Spearheaded CRM transformation**, embedding AI/ML-driven pricing models, Member 360 views, opportunity management, and sales forecasting to drive smarter engagement and faster pipeline conversion.
- ❖ **Unified customer data architecture** by establishing Segment as central hub for cross-channel behavioral analytics, enabling real-time personalization and orchestration of cross-brand journeys within **6 months**.
- ❖ **Established a global PMO Center of Excellence**, managing **12 cross-functional team members** and leading agile ceremonies including sprint planning, backlog grooming, and retrospectives across GTM and IT programs.
- ❖ **Key outcomes** included **20% increase** in overall revenue due to subscriptions at the end of first year, **reducing costs by \$750K/year while improving campaign visibility by 40%**, AI pricing model improved order processing workflows by **40%** and personalization strategies **reduced CAC by 20%**.
- ❖ **Setup ITSM standards** in change management, service desk leadership in prioritizing initiatives, resource planning, proactive risk management, project execution, and KPI tracking.

Environment: Marketo, Adobe AEM/ACS, Braze, Segment, Google Tag Manager, Adobe Analytics, Digital River, Google BQ, Zapier, Boomi, Adobe Analytics, Fivetran, Salesforce (CPQ, Sales and Service Cloud), Netsuite, Workday

Carbonite, OpenText, Boston MA

July 2019 – Mar 2021

Implementation Manager / Principal Business Systems Analyst

Oversaw digital transformation of Carbonite's **CRM, billing platforms, and MarTech stack** (\$2.5M budget), aligning **Salesforce, CPQ, and ERP systems** to drive **omnichannel GTM strategies** and **subscription growth**. Partnered with CMO/CIO/CFO offices to **rationalize tools, optimize customer journeys, and implement data governance** post-M&A.

- ❖ **Led high-impact initiatives within the Order to Cash function**, led **Salesforce CPQ integration** with Zuora (replacing NetSuite) and **SAP S/4HANA migration**, enabling **unified billing, pricing, and revenue recognition (ASC 606)**.
- ❖ **Upon OpenText M&A, strategized the To-Be Architecture** of consolidated the optimal Business processes including **Omni-channel strategy with the Martech, website and Sales systems stack** and identified the optimal GTM processes, and CRM data governance.
- ❖ Facilitated workshops to establish **Carbonite Selling and Finance Guidelines**, focusing on revamping CRM processes, SKU rationalization, pricing and discount frameworks, partner strategies and revenue recognition rules with ASC 606.
- ❖ **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**.
- ❖ Supervised **5 BAs and 15 engineers**, establishing a **PMO/Business Analysis Center of Excellence** and implementing an effective **OKR framework**.

Environment: Marketo, Salesforce (CPQ, Sales Cloud, Marketing), Netsuite, Zuora, SAP S/4HANA, Zendesk, Workato, Lucidchart, PowerBI

Quick base, Cambridge MA

July 2014 – July 2019

Sr. Implementation Manager / Lead Business Analyst

As a **senior leader in Business Operations**, drove transformation across the GTM and MarTech ecosystem by optimizing processes, managing vendor portfolios, and delivering impactful technology initiatives that enhanced marketing effectiveness, sales alignment, and customer engagement.

- ❖ **Managed the PMO roadmap with various business teams** delivering Quickbase solutions across multiple customers within all segments.
- ❖ **Partnered with CRO and CMO to re-architect the Marketing Technology stack**, streamlining 120+ tools down to 40, delivering over \$2M in annual savings and reducing operational complexity.
- ❖ **Led implementation of SiriusDecisions demand waterfall frameworks** to standardize lead flow, scoring, and funnel progression, enabling stronger marketing and sales alignment across all segments. **Designed and deployed advanced personalization strategies using D&B intent data, Evergage, and Marketo automations** to drive targeted nurture campaigns, improving MQL quality and **increasing lead-to-opportunity conversion by 30%**.
- ❖ **Aligned customer data across GTM systems for a unified Member 360 view** and enabling scalable campaign segmentation and performance tracking.
- ❖ **Oversaw middleware setup, ERP migration, and vendor integrations** across systems like Quickbase, NetSuite, Zuora, and Salesforce to ensure seamless data flow and campaign execution.
- ❖ **Managed the PMO roadmap and delivery pipeline**, driving cross-functional execution for Quickbase-based solutions tailored to customer success, marketing ops, and GTM teams.
- ❖ **Delivered measurable impact** across EBITDA (+5%), customer satisfaction (NPS gains), and operational efficiency, ensuring timely execution and strategic alignment across business functions.

Environment: Marketo, D&B, Hoovers, Quickbase, Salesforce, Outreach, AWS, HubSpot, Skilljar, Eventbrite, Visio, Gliffy, Raining, ZoomInfo, Mintigo, Cvent, Motivaction, Integrous, Evergage, Zuora, NetSuite, Workday, AWS S3, PowerBI

Project Manager / Business Systems Analyst – Professional Services

As a **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.

- ❖ **Handled the ongoing engagement of 300+ customers across U.S, prioritized projects weekly and created SOW for all services.**
- ❖ Managed the internal engineering and product teams to prioritize customer requests.
- ❖ Facilitated process improvements that optimized project execution timelines and reduced operational overhead.
- ❖ Managed resource allocation and tracked project progress, ensuring key milestones and deliverables were met within scope, schedule, and budget.
- ❖ **Setup KPIs** to track customer engagement and ensured continuous improvement based on customer feedbacks.

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

- ❖ **Participate in Strategic planning in setting the vision for the Professional Services organization.**
- ❖ **Led through 10+ Pre-Sales calls** across multiple product lines and converted 50% as multi-year deals.
- ❖ Managed the SOWs, implementation of several new customer projects and supported them post go live.
- ❖ Drove continuous improvement in service delivery methodologies to enhance efficiency and effectiveness.

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 – Technology Consulting

Customer List: - Kellogg's, Best Buy, Allegheny Powers, Cargill, Boston Scientific and Sara Lee

- ❖ **Led end-to-end SAP ECC, APO and CRM implementations**, ensuring alignment with business goals.
- ❖ **Developed SOWs and delivered Business Requirement Documents (BRDs), Functional Designs, Mapping Documents, and Process Flows to ensure smooth implementation and migration.**
- ❖ **Provided expertise in SAP R/3 4.7, SAP ECC, SAP CRM 2007**, customizing sales and distribution (SD), customer relationship management (CRM), Material Management (MM), and advanced planning & optimization (APO) modules.
- ❖ Directed the design and execution of QA/UAT test scripts, ensuring solution validation and system readiness.
- ❖ Managed integrations with third-party vendors, including Vistex (rebate & incentive management), Triple Point (commodity trading & risk management), and Avalara (tax automation).
- ❖ Conducted business process analysis and recommended process improvements using MS Visio and ARIS

Environment: Salesforce 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.**

RESEARCH & PUBLIC SPEAKING EXPERIENCE

Involved in **AI / ML research**, focused on **healthcare applications** for Elderly care and public safety.

- ❖ **Jan 2024 - Human Activity Recognition (HAR):** Using wearable sensors and **AI/ML**, to improve elderly care through real-time monitoring
- ❖ **Apr 2024 - India Patent Filing - Wearable Sensor-Based Human Activity Recognition (HAR) System.**
- ❖ **May 2024 – Published AI/ML Framework - Beginner's Guide book and donated to several institutions.**
- ❖ **Nov 2024 - Digital Twinning (AI/ML):** Creating 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).**
- ❖ **Dec 2024 - AI in Geriatric Healthcare:** Study on opportunities and challenges in a transforming landscape. Published at “Frontiers in Health Informatics” journal.
- ❖ **Feb 2025 – The Future of Smart Healthcare: How AI and HAR Are Reshaping Hospital Workflows – Well Testing Journal**

IEEE Conference Reviewer

- ❖ **Jan 2025 – IEEE 4th International Conference on Computing and Machine Intelligence (ICMI 2025)**, Central Michigan University, Mt. Pleasant MI
- ❖ **Feb 2025 – IEEE 2nd International Conference on Intelligent Systems, Blockchain, and Communication Technologies, (ISBCom25)** Cairo, Egypt
- ❖ **Jun 2025 – IEEE 11th International Conference on Communication and Signal Processing (ICCSP 2025)**, Tamil Nadu, India
- ❖ **Jun 2025 – IEEE 3rd International Conference on Artificial Intelligence, Blockchain, and Internet of Things (AIBThings 2025)**, CMU, Michigan

Keynote Speaking Opportunities

- ❖ **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 **keynote 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**”