

# Ashwin's Profile Walkthrough

# Highlights

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



# Experience Summary

~20 years of overall industry exp

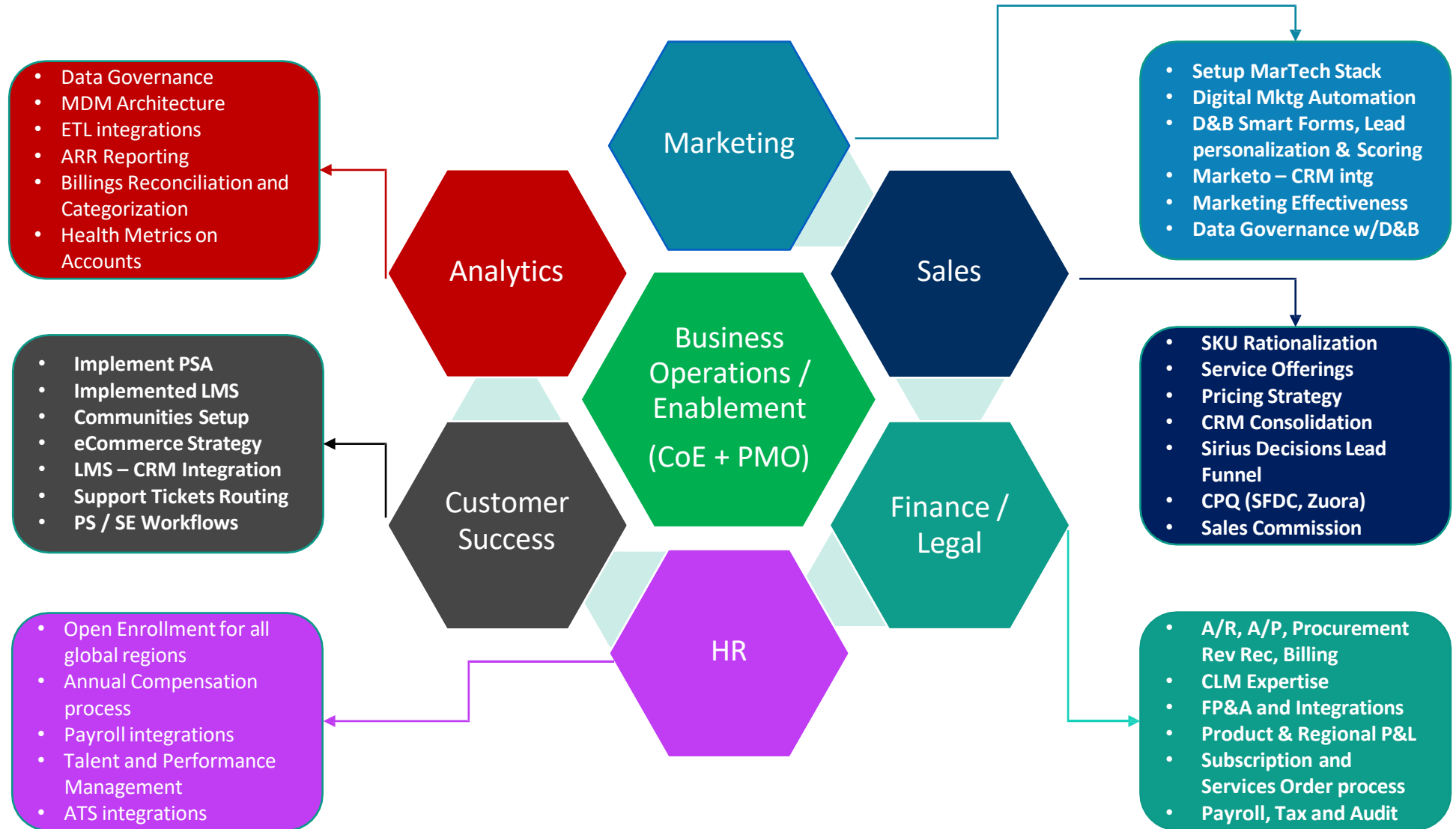
10+ years of leadership roles

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

MAP, MarkeTo, Salesforce, CPQ, multiple ERP (NetSuite, SAP, Intacct)

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

Setup BACoE and PMO at QuickBase and Carbonite



# 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, etc.)** to support all key internal business teams
2. **Strategic Advisory & System Implementation:** **Strategize technology roadmap, M&A due diligence** 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 50<sup>th</sup> 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"**

## 4. 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**

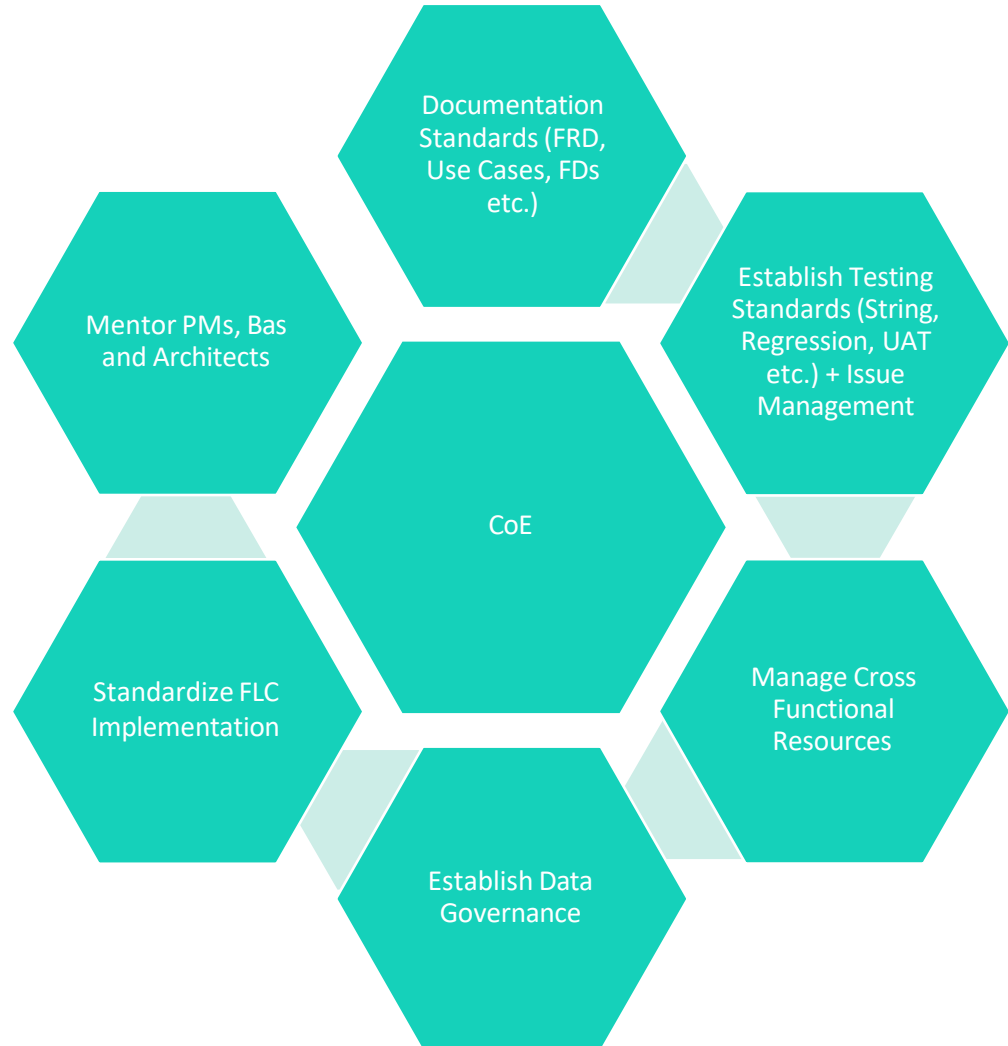
## 5. Executive AI Course – AI impact on organizations from Massachusetts Institute of Technology

## **Appendix / Highlights**

# Why CoE?

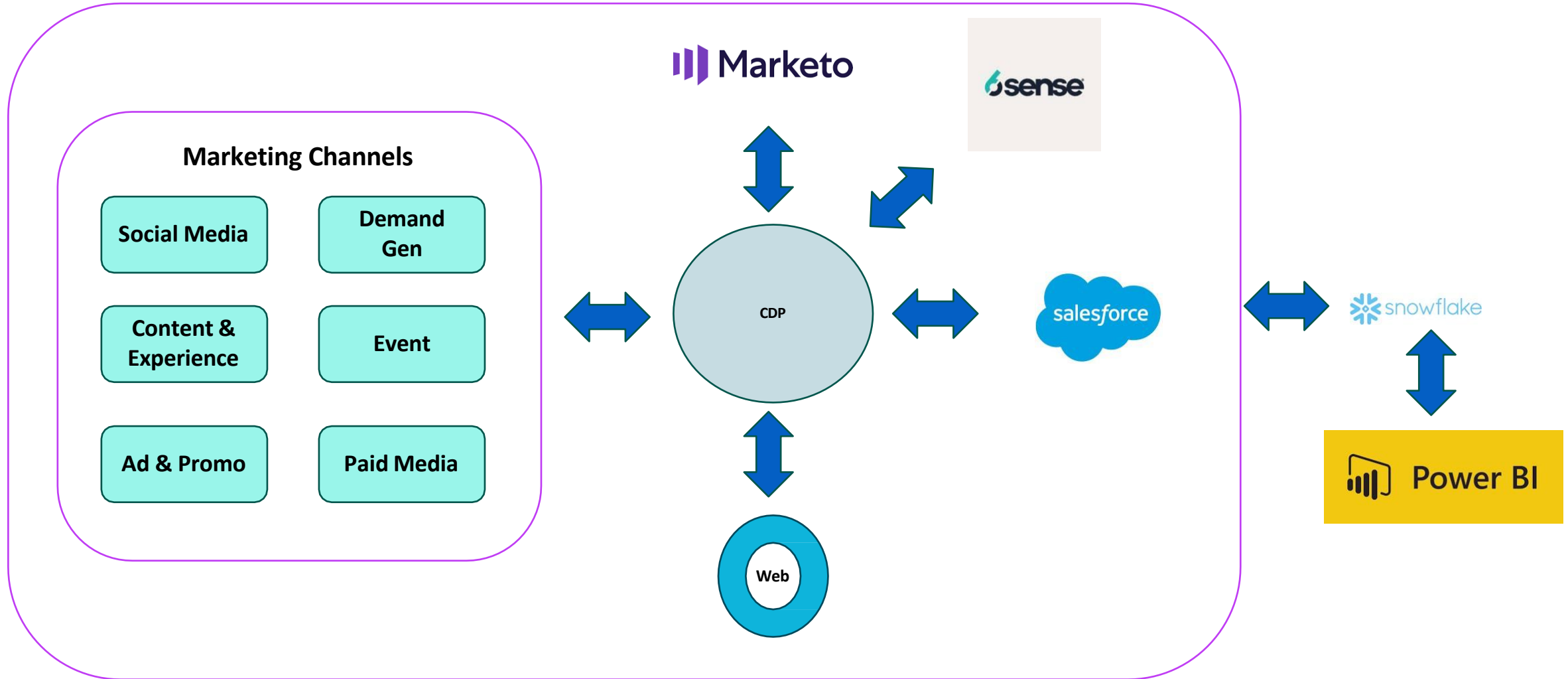
**Business need for this function:**

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



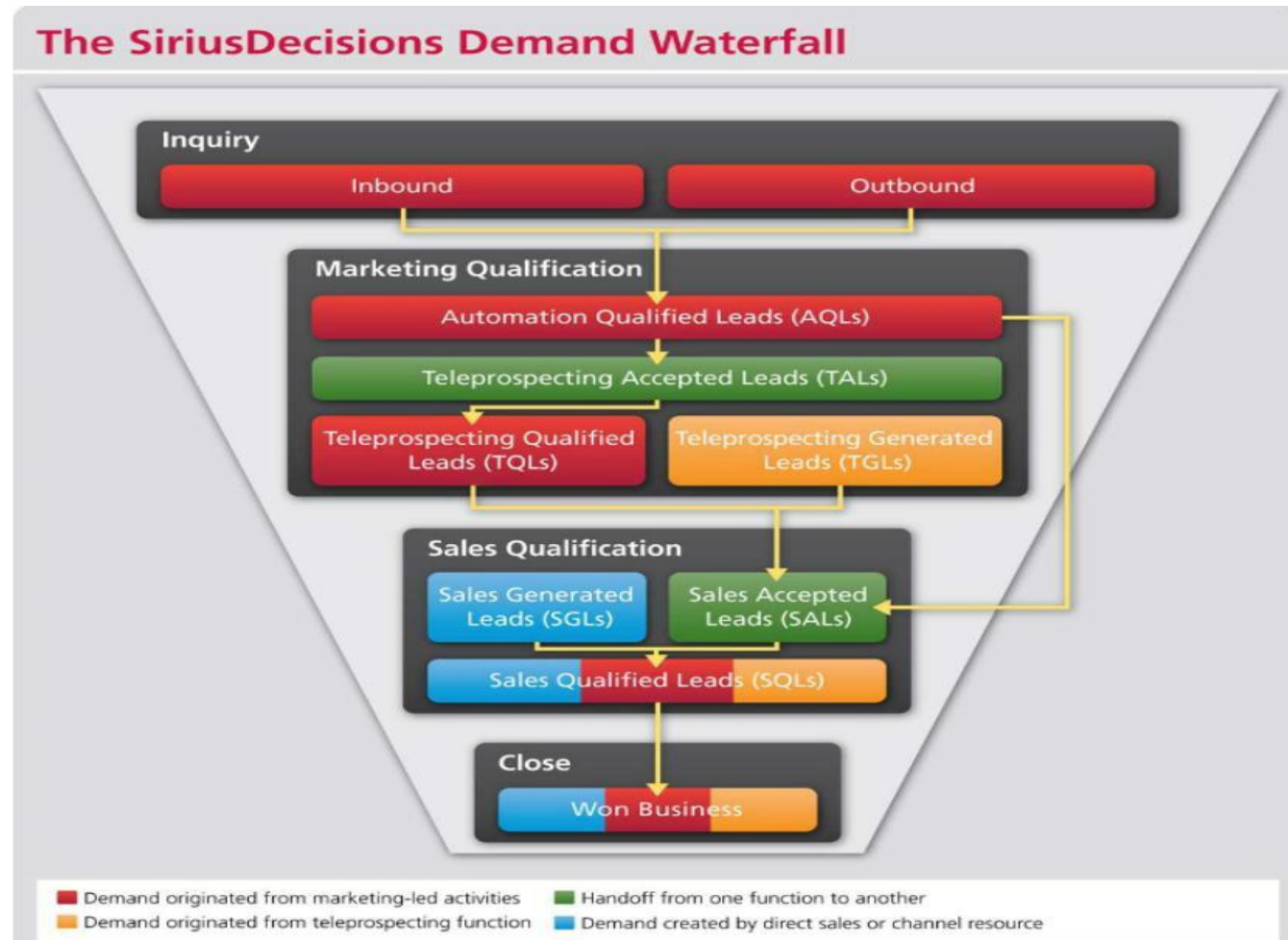


# Typical Martech Key Integrations



# 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

 <div>John C. Doe CEO of ACME, Inc. \$500,000 Annual Salary</div>	<div>Jdoe@acme.com 555-555-5555</div>	  	
 <div>ACME Inc. 1 Acme Drive Austin, Tx 78752 D-U-N-S: 060704585</div>	<div>Electronic Computers \$138M Annual Sales 7,578 Employees 12 Locations</div>	<div>Viability 5 6 E N</div>	<div>Financial Stress 27</div>
		<div>Company Credit 82</div>	<div>Emp. Growth 6%</div>

# 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