Ashwin's Profile Walkthrough

Highlights

- **Experience Summary**

- **How can I help organizations?**

- **Appendix**

Experience Summary

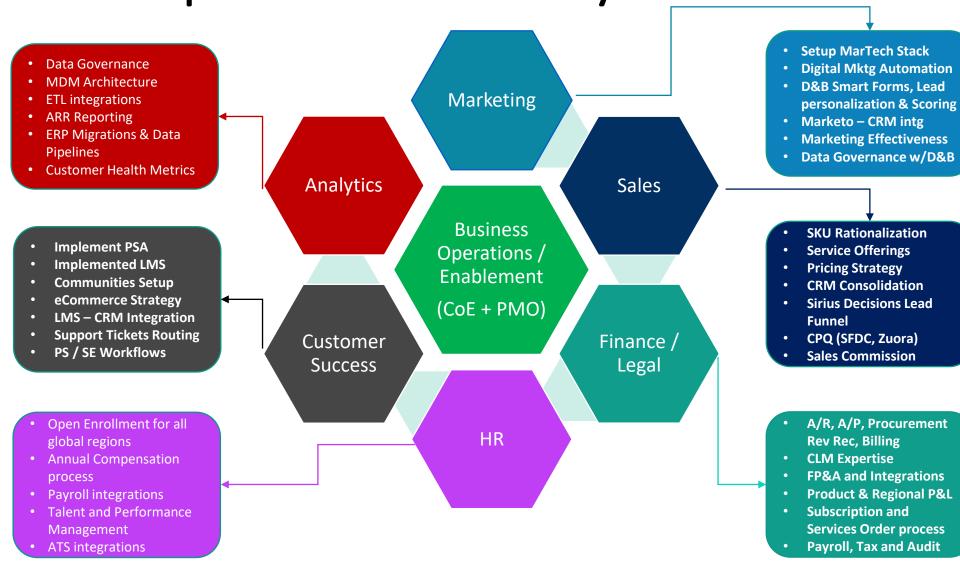**~20 years of overall industry exp**

10+ years of leadership roles

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

Setup Data Governance Framework & MDM Strategy

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

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

Analytics
- Data Governance
- MDM Architecture
- ETL integrations
- ARR Reporting
- ERP Migrations & Data Pipelines
- Customer Health Metrics

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

Marketing

Sales

Business Operations / Enablement (CoE + PMO)

Finance / Legal

HR

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

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

Finance / Legal
- 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

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

How can I help?

1. **Lead Enterprise Data & Applications:** Ability to lead multiple teams around **core foundational systems (Martech, CDP, CRM, CPQ, CLM, ERP, HCM, etc.)** enabling data-driven decision-making and operational excellence across business teams.

2. **Business process CoE and Data Governance:** Setup best in class **data governance framework, and MDM 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

3. **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

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**

Appendix / Highlights

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

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