



# Srinivasa Reddy Donapati

Results-driven Senior Solutions Architect with 14 years of extensive experience in spearheading the design, development, management and implementation; strong credentials in delivering optimal results and business via technology solutions; possess domain expertise in **Healthcare & life science**

A recognized leader, applying high-impact technical solutions to major business objectives with capabilities that transcend IT operation boundaries.

Exhibits excellence in handling **IT projects from pre-sales to implementation and support**, defining and managing projects across Waterfall (SDLC), **Agile SCRUM methodologies**.

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## Professional Profile

## SOLUTIONS ARCHITECT / SENIOR CONSULTANT

- Multi-functional expert and highly empowered professional with significant experience acquired over the years in diverse areas encompassing:
- Strong skills in **APEX, Triggers, Visualforce Pages, SOAP** (Web Services), **REST** (Callouts) Services, **SOQL / SOSL, LWC, Lightning Aura, Flows, Approval Processes, Email Services, Security** and Configurations, Security, Data Modelling, Data Management, Reports and Dashboards, and **Artificial Intelligence (AI)** Chatbot solutions using NLP and Data Models.
- Release Management and **Deployment** using tools like **ANT, Change Sets, Workbench, AutoRabit, and Snapshot**, maintaining rollback plans, cleaning up Technical Debts, etc.
- **Implementation and delivery of Salesforce Applications across different domains, Solution Design and architecture, Agile Project Management Methodologies, Service Delivery, Client Engagements, Business Analysis, Stakeholder Management, Change Management, Release Management, Quality Management, Vendor Management, and Team building and management.**
- Adept in covering all client meetings, Discussions, Challenges, Documentation, Requirement Gathering, Resource Management, Solution Architecture, delivering solutions that integrate legacy systems, and delivering high-quality feasible solutions that include appropriate challenges to design or methodology adopted.
- Exposure to managing end-to-end delivery of all healthcare Transformation solutions for clients, encompassing formulation and deployment of Pharma, med-tech, and other life-science projects.
- Proven Domain expertise across several Industries - Media/Consumer/Education/healthcare (pharma & med-tech).
- More than 14 years of hands-on experience in salesforce implementation and delivery.
- Expertise in Coding, Problem-solving, architecture, Project Management, Client Engagement, presales, system analysis, and proposing design solutions. Expertise in complex application architecture and design for future needs.
- Expertise in assessing processes, strategy, information systems, and workflow to optimize and enhance business performance. Experience developing true Call Centre solutions involving voice calls through the **Twilio** platform with innovative features like Doctor number lookup, secured voicemail, auto ticket creation.
- Experience developing **Omni-Channel** solutions for enabling notifications and two-way communication with customers over social channels like **WhatsApp, SMS, LINE, Facebook Messenger, WebChat, and MobileApp**, etc., using **Marketing Cloud** and **Twilio** platforms
- Currently spearheading as Digital Manager, Solutions Architect, and SME with **Invisalign Pte. Ltd, Singapore**.

## Key expertise and competency overview

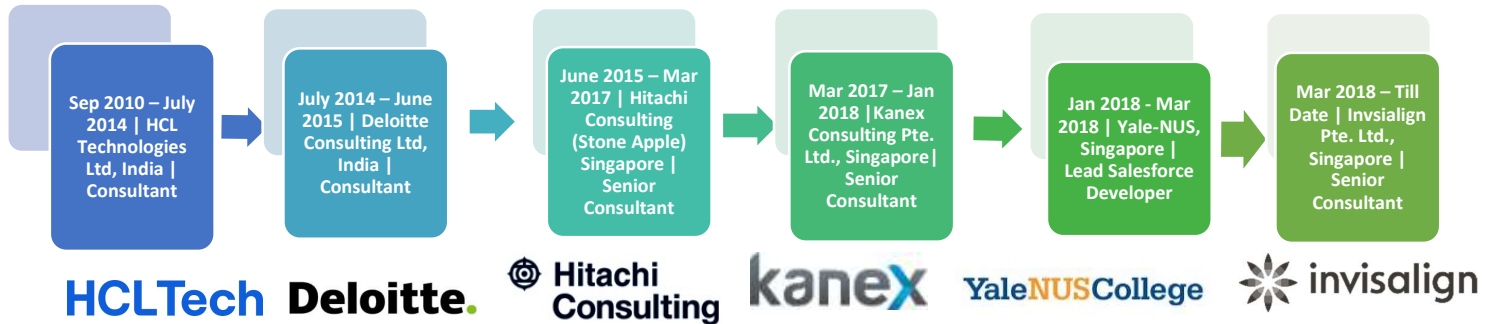
Salesforce Configuration	Salesforce customization	Solution Design and Architecture	★★★★★
Solution Design & Architecture	Stakeholder Management	Client Engagement	★★★★★
Digital Transformation	Change Management	Product Management	★★★★★
Dev Ops	Release Management	People Management	★★★★☆
SLA Management	Quality Management	Problem-Solving	★★★★★
Incident/ Problem Management	Product Management	Communication	★★★★★
Client Relationship Management	Team Management	Training	★★★★★
Business Analysis	Implementation & Upgradation	Analytical	★★★★★

Key Highlights across the Tenure:

- Played a vital role in leading the implementation of CRM projects for major medical device companies in the SE Asia region
- Created new applications for HCPs and Patients for multi-channel engagements and deployed them to multiple regional customers.



## ORGANIZATIONAL EXPERIENCE



## KEY RESULT AREAS

- Ability to assess, design, and implement an end-to-end transformation roadmap involving various solution components and a clear business case based on business value/outcomes.
- Responsible for Application architecture integration architecture for enterprise systems.
- Accountable for the global IT Support Services for the assigned systems, Ensures the operational quality/performance of t Worked as a Scrum Master and Business Analyst he service according to defined SLAs
- Solution design and guiding the best practices for the development team. Serve as the point of escalation for major incidents relating to the support service
- Leading Technical Design Authority teams to govern the changes to core architecture for business needs.
- Regional SME for multiple products from global and preparing team for implementations and support.
- Product owner and architect for new HCP and Patient engagement application initiatives.
- Technical Advisor for multiple client projects to ensure the solution is designed for configurability and future needs.
- Engaging and successfully landing potential Healthcare clients during the Pre-Sales stage along with Sales organization and embedding digital-led transformational solutions.
- Being a thought leader with Healthcare domain expertise and being a trusted advisor to clients
- Leading the customer engagement, design, and change process with customers that met and exceeded their business requirements and enabled successful build and implementation.
- Heading projects for various high-profile customers in both Pharma & Med-Tech
- Directing and handling resource allocation for implementation and support engagements
- Monitoring the entire project lifecycle, including project initiation/proposals, project delivery, business liaison/stakeholder management, post-implementation review and project close-out / handover
- Coordinating with business and operations leadership, including executive leadership, to define the services and provide updates on the program
- Managing all aspects of the project such as project planning, requirements definition, risk management, communication, and monitoring the implementation of a project
- Assisting with the execution of estimates, plus the delivery to the clients



## EDUCATION & CREDENTIALS

**Masters of Technology** (Computer Science Engineering)  
Jawaharlal Nehru Technological University, India.

### Certifications:

- Salesforce Certified Administrator
- Salesforce Certified Platform Developer I
- Salesforce Certified Force.com Developer.

### Technical Purview:

- **Computer Languages:** Salesforce, Apex, NodeJS, Twilio, C, C++, and Java SE
- **Web Technologies & GUI:** Visualforce, HTML, JavaScript, Ajax
- **Database Technologies:** MySQL
- **Development Tools:** Eclipse & Visual Studio Code
- **Deployment and CI/CD tools** ANT Tool, Changesets
- **Operating Systems:** Windows
- **Development Methodologies:** Waterfall & Agile

- **Project Management Tools:** JIRA and MS Project
- **Version Control Tools:** GitHub

## PERSONAL DETAILS

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**Date of Birth:** 17th Sep 1987  
**Languages:** English, Hindi, Telugu and Tamil  
**Visa Status:** **Employment Pass (Singapore), B-1/B-2 Visa (USA)**

(Please refer to the annexure for project details)

## ANNEXURE:

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### Key Projects Handled:

**Title:** **Project CRM APAC for Consumer Marketing**  
**Role:** Solutions Architect and Product Lead  
**Type:** New Implementation  
**Client:** Invisalign Pte Ltd., Singapore. <https://www.invisalign.com/>  
**Team Size:** 10  
**Technologies:** Salesforce, Twilio, NodeJS, Marketing Cloud, Web, RPA (UI Path), CISCO

**Title:** **APAC Call Centre Migration 2.0**  
**Role:** Solutions Architect and Product Lead  
**Type:** New Implementation  
**Client:** Invisalign Pte Ltd., Singapore. <https://www.invisalign.com/>  
**Team Size:** 8  
**Technologies:** Salesforce, Twilio, NodeJS, Marketing Cloud, CISCO

**Title:** **CX Cheetah (Medallia Surveys)**  
**Role:** Solutions Architect  
**Type:** Technical Due Diligence and New Implementation  
**Client:** Invisalign Pte Ltd., Singapore. <https://www.invisalign.com/>  
**Team Size:** 5  
**Technologies:** Salesforce, Twilio, NodeJS, Marketing Cloud

**Title:** **H2O Invisalign Global**  
**Role:** Technical Lead and PMO  
**Type:** New Implementation  
**Client:** Invisalign Pte Ltd., Singapore. <https://www.invisalign.com/>  
**Team Size:** 5  
**Technologies:** Salesforce, Twilio, Marketing Cloud

### Responsibilities:

- Serving as Project Owner and lead architect for the creation of applications for commercial needs
- Project planning, tracking team progress, monitoring, and ensuring timely project deliverables by working with cross-platform teams.
- Review target organization products and other applications by understanding the configurability, scalability and other architecture components.
- Requirement Gathering from regional commercial teams, preparing mock screens to confirm processes and screen designs.
- Development of apex and command scripts for integration of data from different interfaces to upload records after processing.
- Project management, design and interacting with customers to get regular feedback on developments.
- Assessing the target company technology infrastructure across eight critical dimensions in 2 phased approaches, namely interoperability, architecture and technology stack, privacy and security, organization structure, process methodology, Scalability and performance, processes and controls and functional capabilities.
- Responsible for interviewing key technical and business stakeholders to understand all the dimensions of the organization, processes, technology, and other segments.
- Prepare a report and rate the target organization in the dimensions.
- Setup call centers across APAC markets
- Training large groups of users
- Provided solutions and suggested changes to the requirements based on their business process and security features.
- Handled a team of 10 developers offshore and assigned tasks based on priority.
- Provided all test scripts and training documents for end user testing.
- Salesforce support maintenance and support.
- Learning new technologies and defining guidelines with the best practices

- Provided technical training for the offshore team and nurtured technical know-how.
- Worked across extended time to support business across multiple APAC markets
- Run workshops regularly with business users to learn more on evolving market needs and develop solutions

**Title:** **NUS University Feedback Program**  
**Role:** Senior Project Manager  
**Type:** Technical Due Diligence and Maintenance  
**Client:** Yale-NUS, Singapore. (<https://www.yale-nus.edu.sg/>)  
**Team Size:** 3  
**Technologies:** Salesforce, Medallia, Marketing Cloud, Google API

**Responsibilities:**

- Risk Analysis, Managing Technical Risks and Issues
- Running blueprint workshop, providing solutions, design Interface/enhancement/Forms/Reports. Manage vendors by developing requirements and specifications for the application.
- Review data access and scrutiny of the solutions
- Manage budget for application development and support

**Title:** **EQUINIX SFDC ECO Systems**  
**Role:** Onsite coordinator and Technical Lead  
**Type:** New Implementation  
**Client:** Equinix, Singapore. (<https://www.equinix.sg/>)  
**Team Size:** 8  
**Technologies:** Salesforce, TIBCO, Apex, API, SOAP Web Services, SIEBEL

**Title:** **ALOG Integration with EQUINIX SFDC**  
**Role:** CRM Technical Analyst  
**Type:** New Implementation  
**Client:** Equinix, Singapore. (<https://www.equinix.sg/>)  
**Team Size:** 5  
**Technologies:** Salesforce, TIBCO, Apex, API, SOAP Web Services, SAP

**Responsibilities:**

- Requirement Gathering, Solution Design, Code Development, Technical Review, Testing, Rollback planning and Change management
- Preparation of schema building, object structures and relationships
- Driving development team.
- Addressing and resolving issues reported by client, through active technical diagnosis or liaison with internal and external teams
- Enabled integration with existing application of client like SAP and other custom applications.
- Leading the business and architectural discussions with client teams

**Title:** **AnleneMove Program (AEP)**  
**Role:** Technical Lead  
**Type:** New Implementation  
**Client:** Fonterra Ltd, Singapore. (<https://www.fonterra.com/>)  
**Team Size:** 8  
**Technologies:** NA

**Responsibilities:**

- Provide recommendations for best-case scenarios for each of the gaps.
- Estimate budgets and timelines for the best case.
- Prepare short, medium, and long-term plans for upgrading and maintaining IT systems.
- Conduct workshops with business stakeholders to learn about business processes and document
- Analyze the existing systems and develop solutions to integrate with existing applications seamlessly

**Title:** **7Ticks - IDC Migration**  
**Role:** Technical Lead  
**Type:** New Implementation  
**Client:** International Data Corporation (IDC), USA. (<https://www.idc.com/>)  
**Team Size:** 9  
**Technologies:** Salesforce

**Title:** KAPLAN SFDC Implementation  
**Role:** Technical Lead  
**Type:** New Implementation  
**Client:** Kaplan, USA. (<https://kaplan.com/>)  
**Team Size:** 5  
**Technologies:** Salesforce

**Responsibilities:**

- Provided solutions and suggested changes to the requirements based on their business process and security features.
- Handled a team of 10 developers offshore and assigned tasks based on priority.
- Provided all test scripts and training documents for end user testing.
- Salesforce support maintenance and support.
- Planning capacity and pipeline for new projects

**Title:** USAA Team Member Feedback Management Application  
**Role:** Lead Engineer  
**Type:** Senior Engineer  
**Client:** United Services Automobile Association (USAA), USA. (<https://www.usaa.com/>)  
**Team Size:** 8  
**Technologies:** Salesforce platform

**Title:** USAA Operation Belts and Suspenders Program  
**Role:** Senior Engineer  
**Type:** New Implementation  
**Client:** United Services Automobile Association (USAA), USA. (<https://www.usaa.com/>)  
**Team Size:** 3  
**Technologies:** Salesforce platform

**Title:** Wolters Kluwer Salesforce Automation  
**Role:** Software Engineer and Developer  
**Type:** New Implementation  
**Client:** Wolters Kluwer, USA. (<https://www.wolterskluwer.com/>)  
**Team Size:** 10  
**Technologies:** Salesforce, SIEBEL

**Title:** Brocade Partner Portal  
**Role:** Software Engineer and Developer  
**Type:** New Implementation  
**Client:** Brocade, USA. (<https://www.broadcom.com/>)  
**Team Size:** 5  
**Technologies:** Salesforce, Force.com, Sites

**Title:** USAA Salesforce Automation and Support  
**Role:** Software Engineer and Developer  
**Type:** Support and Enhancements  
**Client:** United Services Automobile Association (USAA), USA. (<https://www.usaa.com/>)  
**Team Size:** 4  
**Technologies:** Salesforce platform

**Responsibilities:**

- Handled end-to-end project implementation from scratch.
- Responsible for design, coding, salesforce system configuration, and customization.
- Handled the tasks of conducting training to end users, testing, and generating practical business solutions
- Provided complex reports by placing back end objects and collating
- Conducted peer reviews for code quality improvements and best practices
- Responsible for analyzing and implementing integration between SAP system and salesforce through SOAP Services
- Played a key role in gathering integration requirements and analyzing different possible approaches.
- Responsible for coding using Apex web services.
- Played a key role in coordinating with SAP teams to understand salesforce API and security steps in the implementation