

PRASENJIT CHOUDHURY, SMC™

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SUMMARY

- **7 years' experience in Business Systems Analysis, Business Development and Account Management** with solid understanding of Requirements Gathering, User Stories, Gap Analysis, Business Process Modeling, Change Management, Vendor Management, Client Relationship Management and BD/Sales.
- Domain knowledge in **Captive Automotive Finance, Hi-Tech and BFSI** industries.
- Successfully completed Scrum certification. **Scrum Master Certified (SMC):** License# 95860
- Oracle Certified Siebel CRM 8 Business Analyst Expert (1Z0-219)
- Experience on international projects and Fortune 500 clients across cross-functional and cross-cultural teams
- Expert **story-teller** and able to communicate with business and technical teams with equal ease
- **US work experience 4.5 years. Currently living in San Jose, CA. Open to relocation.**

EXPERIENCE

Mphasis Corporation

(November 2016 – Present)

Mphasis is a multinational delivering infrastructure technology and applications outsourcing services.

Manager – Solution Design (November 2016 – Present)

San Jose, CA

- Handle day-to-day client relationship and work on new technology initiatives for marquee clients in the Banking and Capital Markets industry
- Currently **leading a cross-functional team** to rebuild client's investment management website from the ground-up using Drupal CMS and Mulesoft APIs

Infosys Limited

(August 2010 – November 2016)

Infosys is a \$9 billion multinational delivering consulting, information technology, and outsourcing services

Business Development (January 2015 – November 2016)

Newark, CA

- Generated high-quality leads using market research, professional networking and outbound prospecting
- Analyzed current IT landscape, business requirements and recommended best-of-breed solutions
- Led client presentation, oversaw proof-of-concept and proposal responses for deals worth over **\$1 Million**
- Key customers/pursuits: (*names withheld for client privacy*)
 - subsidiary of hi-tech MNC chipmaker providing embedded system software
 - hi-tech company specializing in data and storage networking products
 - hi-tech patent licensing company
 - multinational hi-tech company in consumer electronics, computer software, and online services
 - multinational value added re-seller for electronic components and computer products

Consultant (August 2011 – December 2014)

Irvine, CA (March 2013 – December 2014)

Hyderabad, India (August 2011 – February 2013)

- **Lead Business Analyst** - Re-designed integrations for replacing legacy loan origination systems for Korean automobile manufacturer, and upgraded existing ones from legacy loan origination systems to next generation business system. Created integration solution documents, responsible for getting sign-off from client ARB (Architecture Review Board) for all integration solutions.
- Led a 5-engineer offshore developer team and prioritized solution release in line with client requirements
- **Lead Business Analyst** for Lease End of Term project - designed Siebel CRM based solutions for industry standard Captive Automotive Finance processes – Compliance Correspondence, Repossession, Vehicle Grounding, Inspections, Redemption, Dealer Purchase, Online and Physical Auctions. Conducted client meetings, requirements gathering, created functional requirements, created high level solution design and test plans. Drove CRPs (Conference Room Pilots) for Business and IT teams.
- Upgraded Siebel CRM from v8.0 to v8.1 - increased concurrent user capability by **200%**
- Prioritized features for captive auto-finance business – reduced application customization by **30%**
- **Lead Quality Analyst (QA)** for Upgrade Project (from Siebel 8.0 to 8.1) – key member of implementation team as the lead QA tester. Responsible for defect analysis and resolution, with technical team. Supervised a five-member software QA testing team spanning across India and USA.

Associate Consultant (August 2010 – September 2011)

Hyderabad, India

- **Business Systems Analyst** for Release 1 and Release 2 project - created automated correspondence generation and fulfillment functionality using out of the box 'Correspondence' functionality in Siebel CRM – reducing effort and time spent by customer service reps
- Product owner for Vehicle Finance and Insurance Solution, based on client feedback and pain-points

Wipro Consumer Care & Lighting Group

(May 2010 – August 2010)

A \$900M consumer goods with presence in APAC, MENA and UK

Senior Marketing Executive (May 2010 – August 2010)

- **Increased penetration** of three major CPG brands' in rural and semi-urban markets by **40%**
- Mobilized market by Primary sales and Secondary sales generation, increased revenue by **170%**

EDUCATION

- **Product School**, San Francisco, CA, USA (2015-2016) – Product Management
- **Goa Institute of Management**, Goa, India (2008-2010) – MBA, Marketing
- **U.P. Technical University**, Greater Noida, India (2004-2008) – B.Tech, Information Technology

ADDITIONAL INFORMATION

- **Technical Skills:**

CRM/ERP	Siebel CRM 8.0 – eAutomotive, Siebel CRM 8.1
UML/Modeling Tools	Microsoft Visio, Balsamiq
Methodologies	SDLC Waterfall, Agile Scrum
Defect Tracking Tools	Rational Clear Quest, HP Quality Center, JIRA
Databases	Oracle, SQL Server
Database Skills/Tools	SQL Developer, Toad
Project Management	Microsoft Project, Trello, Asana
Version Control Tools	Microsoft SharePoint
Operating Systems	Windows 98/XP/Vista/7
Content Management	Drupal CMS 8

- **Author, Small World, Short Stories (2014):** collection of short stories. Amazon.com. ASIN: B00M4OB4KA
- **Personal Website:** www.prasenjitchoudhury.com

SIDE PROJECTS

- Built new feature “**Veteran Badge on LinkedIn**” to highlight Veteran profiles. Managed feature from ideation to launch – created user Personas, conducted user Interviews, wrote Product Requirement Document, defined KPIs and Metrics, created Wireframes and feature Presentation.
Slideshare Link: <http://goo.gl/5syba8>
 - Recently, I worked on another interesting problem and tried to figure out a way to provide mouthwatering, eye-pleasing food without the unhealthy aspects of it.
Slideshare Link: <http://goo.gl/4v4xDM>
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