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BACKGROUND

- ⇒ Extensive background in competitive and highly dynamic IT environments in **Pharma** / life sciences / Biotechnology domain.
- ⇒ Act as Product Owner, IT advisor, define IT road maps, support product launches, support multiple therapeutic areas, identify and evaluate new technologies
- ⇒ Adept in Commercial & Medical Affairs IT such as IQVIA OCE, **Veeva** CRM, Salesforce.Com Service cloud for Call Center, Salesforce.om Health Cloud for Patient Tracking, Javelin Alignment tool, **Veeva** Vault, AWS Redshift Data ware housing, Reltio MDM, Informatica Cloud middle ware software products
- ⇒ Rich experience in DevOps/Managed Services model, implementing IT IS processes, Change Management, Cost Optimization, Demand Management, Governance, Service Quality in GxP Environment People Development, Budget/Contract Management and Vendor Management
- ⇒ Compliance experience in Physician Payments Sunshine Act, Sample compliance, GxP System Validation, and CAPA documentation

EXPERIENCE SUMMARY

- ⇒ 20+ years of IT experience with strong domain expertise in Life Sciences - Pharmaceutical companies
- ⇒ Experience in executing complex **CRM engagements** for various US and European companies, onsite / offshore model / Managed Services / Dev-Ops model
- ⇒ 9+ years in **Veeva**-Salesforce Implementation and maintenance experience
- ⇒ Have implemented and supported IQVIA OCE, **Veeva** CRM, Vault to CRM integration, Approved email, DCR, MedPro direct-id, CLM, **Veeva** Engage, downstream data integration for reporting purposes
- ⇒ Have implemented MDM Solution on Reltio with MedPro, Iqvia one key, Symphony data feeding into reporting solution and **Veeva** CRM
- ⇒ Have been part of Salesforce.com Service cloud maintenance and support which includes First doc integration, Track wise integration & **Veeva** Vault integration
- ⇒ Have been part of Salesforce.com Health cloud implementation for patient tracking along with integration with McKesson
- ⇒ Have worked in complex matrix team environment to deliver large-scale programs
- ⇒ Strong oral and written communication skills, including presentation skills
- ⇒ Strong problem solving and troubleshooting skills with the ability to exercise mature judgment
- ⇒ Ability to work independently and manage multiple task assignments

Expertise	Skills Details	# of Years
Management Roles	Client Management, IT Delivery Management, People Development, Risk / Issue Management, Vendor Management	11
Project Management	Project Estimation and Budgeting Project Planning Project on-boarding (initiation) Execution, Tracking and Control, Identifying Risks and Mitigation Plan Status Reporting	11
Industry	Life Sciences Pharma – Janssen Pharmaceuticals, Abbott Labs, St. Jude Medicals, Sun Pharmaceuticals	11
	Consumer Goods – Nestle, Hershey's, BAT	7
	Others – WellPoint Inc, Deutsche Telecom, UHC, Sereno	5
CRM/Packages	Veeva	8
	Iqvia OCE	2
	Salesforce.com (Service Cloud)	5
	Siebel	11
RDBMS Technologies	Oracle, PL/SQL, Toad, Amazon RedShift	8
ETL Tools	Informatica / Informatica Cloud	4

EMPLOYMENT HISTORY

- ⇒ Iqvia Inc., - Since May 2022
- ⇒ Sun Pharmaceuticals – 3 years and 4 months
- ⇒ Cognizant Technology Solutions US Corp - 12.5 Years
- ⇒ ITC InfoTech India Limited - 3 years and 5 months

EDUCATIONAL BACKGROUND

- ⇒ Master of Computer Applications - 2003
- ⇒ Bachelor of Science – Electronics, Physics & Mathematics – 1996

TRAININGS & CERTIFICATIONS

- ⇒ PMP Training received - 2019
- ⇒ Certified **Veeva** CRM Administrator – 2016 Onwards
- ⇒ Certified **Veeva** Insights Certification – 2017 Onwards
- ⇒ IQVIA OCE - Administration
- ⇒ Cognizant Agile Certification

AWARDS

- ⇒ Life Sciences - Stellar Awards - Best Collaboration award – 2018
- ⇒ EAS Innovator – Q1-Q2 2016
- ⇒ Delivery Excellence Innovator Contributor – 2016
- ⇒ Received award for our Salesforce project which won the 'Technology' award during the Salesforce Day in 2016

WORK AUTHORIZATION STATUS

- ⇒ US Citizen

PROFESSIONAL EXPERIENCE

Associate Director – Product Management	Iqvia	May 2022 till date
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Location	Remote
Duration	Apr 2022 till date
Role	Associate Director, Product Management, Product Owner within OCE Personal
<p>Responsibilities</p> <ul style="list-style-type: none"> ➤ Product Owner – Iqvia OCE CRM – Accounts, Affiliations, Address, Merge, Clinical Trial, Study ➤ Collaborate with sales, implementation, support teams, and account management teams to support customer initiatives thru the full client life cycle from sales to ongoing support ➤ Represent the product organization with client discussions to deliver an understanding of product capabilities and product vision ➤ Participate in client discussions to understand client business processes and technology needs to drive feature development within the product ➤ Define and roll out base configuration and accelerator strategy to all downstream teams ➤ Responsible for documenting and building a repository of global compliance rules guidelines and associated configuration guidance for consuming downstream teams ➤ Demonstrate ability to influence external teams and support translation of client business process needs using existing product features ➤ Build strong relationships and partnerships with implementation teams to ensure use of best practices ➤ Responsible for understanding common client/implementation needs and challenges and enabling accelerators to reduce costs ➤ Participate and contribute to the road map development and release planning cycles ➤ Actively support ongoing release cycle including design reviews, sprint demos, and UAT 	

Senior Manager – US Commercials IT	Sun Pharma	Jan 2019 – Apr 2022
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Location	Princeton, New Jersey, US
Duration	Jan 2019 to Apr 2022
Role	Technical Owner for – IQVIA OCE, Knipper, Veeva CRM, Veeva Vault, Reltio MDM, Javelin modules, Salesforce Health Cloud
<p>⇒ Program Managed IQVIA OCE CRM implementation with multiple integration touch points such as Knipper, Veeva Vault, Javelin all modules, Reltio, reporting solutions. Aggressive timeline and high on risk program. Successfully went live in Mar 2021.</p> <p>Responsibilities</p> <ul style="list-style-type: none"> ➤ Collaborated with Commercial business, Sales Operations team, upstream IT, downstream IT, multiple vendors like Deloitte, Cognizant, ZS, Veeva Inc., and IQVIA 	

- Working closely with CRM Product team on various topics like releases, new projects, solution approaches
- Participate in design and act as review check point of Solution & Integration - Architecture of Veeva Platform implementation
- Responsible for new projects estimations, working on costs for new programs in the roadmap
- GxP validation processes for Computer System Validation
- Process Standardization through SOPs (Standard Operating Procedure) and WIs (Work Instructions)
- Knowledge Management
- Participation in Veeva Summit
- Technical Ownership of below systems ensuring stability by tracking support, updates, periodic reviews and enhancements

The systems includes

- Veeva CRM for US and Canada - Multi-channel MSL-CLM-Approved email / Engage
- Veeva Vault
- Reltio MDM integration – MedPro, IQVAI-One Key & Symphony
- Custom DWH reporting system integrations
- Javelin Roster / alignment-call plan systems
- Knipper Sample Management System
- Salesforce.com Health cloud implementation for Patient tracking

Service Manager	Janssen Pharma (J&J)/Cognizant	Jul 2014 to Dec 2018
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Projects	iConnect – Managed Services – Run & Build
Location	New Jersey, US
Duration	Jul 2014 to Dec 2018
Team Size	32 Peak Size
<p>Technical Complexity of the engagement: Salesforce-Veeva Implementation for SFA, Veeva CLM and Salesforce Service Cloud for 5000+ Users for US / Canada. 25+ different integration touchpoint implementations. Multi-Vendor Multi-Projects environment.</p> <p>The solution includes</p> <ul style="list-style-type: none"> ➤ Veeva CRM ➤ Salesforce Service Cloud ➤ Multi-channel MSL-CLM / Approved email ➤ Veeva Vault integration ➤ Concur Integration ➤ iQlik Integration ➤ Informatica Cloud ➤ Drawloop / Printnode / SDoc Managed packages ➤ IWS for US / ININ for Canada ➤ On-premise Oracle Database ➤ Account Planning ➤ Javelin (Roster Management) Integration ➤ Customer Master / IMS Data integration <p>Responsibilities</p> <ul style="list-style-type: none"> ➤ Responsible for overall service delivery from RUN point of view ➤ Lead a complex matrix team of 10 smart individuals to deliver the service ➤ Incorporated full operational support for Veeva SFA and Salesforce Service Cloud for US & Canada geographies ➤ Collaborated with highly matrix team at Janssen as well as Cognizant including IT Business partners, Technical Owners, Run Team, Build Team ➤ Responsible for new projects estimations, working on costs for new programs in the roadmap 	

- Process Standardization through SOPs (Standard Operating Procedure) and WIs (Work Instructions)
- GxP validation processes for Computer System Validation
- Run and Build - Delivery Management
- Incident-Service Requests-Problem Management
- Knowledge Management
- Formalized Demand Management
- Release and Environment Management by implementing Jenkins-bit-bucket tools
- Metadata Management, Business intelligence, Content Management, Data Integration
- Continuous Service Improvements
- Risks / Issues management & providing support to CAPA
- Data Archiving
- Expertise in FirstDoc / Documentum

Siebel Architect**Hershey's/Cognizant****Feb 2012 to Dec 2013**

Projects	Siebel Architectural Services, Consulting, Development and Support for TPM and REX
Location	US
Team Size	9 Peak Size
Responsibilities	
<ul style="list-style-type: none"> ➤ Primary point of contact from Cognizant for all Siebel deliverables to the client ➤ Works directly with clients and applies IT and business knowledge / experience to formulate an IT solution for a business problem ➤ Siebel Consulting and Architect ➤ Siebel development and Testing ➤ Siebel and Oracle Performance Tuning ➤ Oversee Salesforce delivery project for Retail Execution ➤ Project Management, project planning, project tracking, Metrics tracking, status reporting, risk management and issue management ➤ Work breakdown structure, assign tasks to team and review work ➤ Coordinating with team on project status ➤ Work closely with the development and integration teams during requirements gathering and prototyping of the solution ➤ Made sure that Business Objectives and quality goals are met ➤ Made sure that the project always in control of the project scope ➤ Made sure that project got executed within limits of estimation/budget 	

Project Manager**Deutsche Telekom/Cognizant****Nov 2010 to Dec 2011**

Projects	Siebel eCommunications – Siebel Design, Development and Testing
Location	Hungary
Team Size	40+ at peak onsite/offshore
<p>Technical Complexity of the engagement: Managed NGCRM project for Telecom Major for Macedonia localization. This project involves implementation of all critical modules for Telecom industry. In this project, implementation of Siebel, Order Execution using Oracle Fusion technology, CTI, Integrations with multiple Legacy systems are involved. This project is very complex in terms of technical engagement. This project is to build the localization requirements for Macedonia on common Kernel built and Execution is based on Agile methodology.</p>	
Responsibilities	
<ul style="list-style-type: none"> ➤ Project Planning & Process definition ➤ Knowledge Transition Management ➤ Client Expectations & Escalations Management ➤ Project tracking, risks/issues management 	

- Solution Design - followed by review from Oracle
- Data Migration and Batch Interfaces Design
- Development and review thru Unit testing
- Assembly Testing results validation

Delivery Manager	Abbott/Cognizant	Jan 2010 – Oct 2010
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Projects	Siebel 7.8 Design, Development, Testing and Support
Location	India
Team Size	10
Description	Responsibilities <ul style="list-style-type: none"> ➤ Leading a team of 10 members -Acted as review check point for all deliverables of the project ➤ Production Support ➤ Performance Tuning ➤ Execute Over Nightly Jobs and fix data issues ➤ Status Reporting ➤ Enhancements design, development, Testing and implementation ➤ Several Batch Interfaces implemented with Legacy Systems like Key Stone, Medimedia for Order fulfillment and Rep certification purposes ➤ Archiving tool design, development and implementation

Program Manager	Wellpointe /Cognizant	Jan 2009 – Oct 2010
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Project/Client	Call center application for Chordiant Framework
Location	India
<p>This project is a Call Center Application based on Chordiant Framework. This application leverages the Chordiant provided Call Center Advisor Browser Addition(CCABE), Chordiant's Enterprise Case Management(ECM) and Computer Telephony Integration(CTI) API of Chordiant. It would cater to the need of a single desktop for the CSA. Using this desktop an agent can see all the details pertaining to a customer in a single window and hence serve the customers to the optimum satisfaction.</p> <p>Responsibilities</p> <ul style="list-style-type: none"> ➤ Participated in assessing the existing application, understanding client's requirements - providing Solution road map – Providing analysis and design ➤ Responsible for providing phase wise solution approach, prepare effort and resource estimation for the phased releases ➤ Delivery of solution approach, POC's, analysis and design ➤ Responsible for deliverables of the project - Responsible for all deliverables from offshore - Act as primary point of contact for offshore ➤ Leading a team of 32 members (peak) -Acted as review check point for all deliverables from offshore ➤ Delivery oversee for Wellpoint FEP project with a team size of 40 members ➤ Handled Quality processes using Cognizant standard tools for Software project planning, tracking of efforts, project schedule, defects, reviews, risk mitigation planning, SCM planning, training planning, BCP planning <p>Actively participating in recruiting potential candidates for the team and Mentoring new members</p>	

Siebel Technical Lead	St.Jude Medical /Cognizant	Apr 2007 – Dec 2008
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Project/Client	Life Sciences Company– Siebel Re-implementation - Design, Development, Testing and Production Support
Location	India and US

This project is a Re-Implementation of Siebel 7.7 Life Sciences application, solution enhancements and post implementation maintenance releases and support

Client had implemented Siebel 7.7 e-Medical application to their mobile sales force. The client wanted to extend this application to all their mobile sales force in the near future & they wanted to use the application to manage the high end corporate customers. The client also wanted to understand the scalability of the application to support such a user base. With the current user base itself the application had major performance and design issues.

Responsibilities

- Leading a team of 15 members (peak) - Acted as review check point for all deliverables of the project
- Production Support
- Participated in assessing the existing application and providing Solution road map
- Performance Tuning thru Complete Re-design and development of Pricing Model and Order Management
- Siebel Configuration and Testing
- Batch Interfaces development thru EIM to SAP system

Siebel Consultant

BAT /ITC Infotech

Feb 2003 – Jun 2006

Project/Client	Siebel 7.7 design development and implementation
Location	UK / Canada
<p>V3 Application is a CRM Solution built for the Trade Marketing and Distribution Wing of client. The application generates target based Trade Marketing and Distribution Plans for execution and reporting. This is built on Siebel 7.7 eConsumer Sector Vanilla functionality. Implementation is for a global client with operations in 140 countries, used Siebel Consumer Goods for managing Marketing & Sales in 15 countries. Each country is an independent implementation.</p>	
<h4>Responsibilities</h4> <ul style="list-style-type: none"> ➤ Localization of Siebel to the end market's requirement ➤ Migration of data from legacy system to Siebel solution ➤ Data mart (Custom DWH) Solution Design-Development and testing for reporting using PL-SQL and Business Objects ➤ Performance Tuning of Oracle Database, PL-SQL scripts ➤ Oracle database administration ➤ Deployment/Upgrade of Siebel Servers (Application Server/Web Server),Database Server (Oracle 9.2.0.x) ➤ Siebel Production Support ➤ Design of Clustered Siebel Environment ➤ Guidance for Oracle database administration ➤ Installation/Upgrade of Clustered Siebel Servers (Application Server/Web Server),Database Server (Oracle 9.2.0.x) ➤ Migration toolkit design and development 	

Raghavendra Agara

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Summary

Brief Summary 19+ years of IT experience with strong Domain expertise in Life Sciences - Pharmaceuticals companies 15+ years in executing complex CRM engagements for various US and European companies 5+ years in Veeva-Salesforce-Informatica Cloud Implementation and maintenance Have implemented Vault to Veeva CRM integration, Approved email, DCR, MedPro direct-id, CLM Have implemented Reltio with MedPro, Iqvia one key, Symphony data feed Strong exposure to Amazon S3, Amazon Redshift, Tableau Delivery Management, People Development, Demand Management, BudgetContract Management and Vendor Management Relevant Experience Management Roles - IT Delivery Management, People Development - 8 years Project Manager experience - 8 years Pharma Industry experience – 8 years Consumer Goods Industry experience – 6 years CRMPackages - Veeva Salesforce.com - 5 years Siebel CRM - 11 years Work Authorization Status : US Permanent Resident - Green Card Holder

Work History

Total Work Experience: 20 years

- **CRM Product Owner Iqvia**
May 01, 2022
- **Senior Manager, Commercial IT Sun Pharma**
Jan 01, 2019
- **Siebel Consulting And Architect Siebel Architect Hershey's/Cognizant**
Feb 01, 2012

- **Project Manager** Deutsche Telekom/Cognizant
Nov 01, 2010
- **Senior Manager** IT Cognizant Technology Solutions
Jul 01, 2006
- **Siebel Consultant** BAT /ITC Infotech
Feb 01, 2003

Education

- **Masters** | Masters in Computer Applications

Skills

- **crm** - 20 years
- **business requirements** - 10 years
- **pharmaceuticals** - 10 years
- **veeva** - 9 years
- **migration** - 6 years
- **roadmaps** - 5 years
- **oracle**
- **plsql**
- **program** management
- **project management**
- **siebel**
- **software project management**
- **implementation** - 10 years
- **incident management** - 6 years
- **planning** - 6 years
- **integration** - 3 years
- **consulting** - 6 years

Work Preferences

- Desired Work Settings: Remote or On-Site or Hybrid
- Likely to Switch: True
- Willing to Relocate: False

- Travel Preference: 50%
- Work Authorization:
 - US
- Work Documents:
 - US Citizen
- Security Clearance: False
- Third Party: False
- Employment Type:
 - Full-time
 - Contract - Independent
 - Contract - W2
 - Contract to Hire - Corp-to-Corp
 - Contract to Hire - Independent
 - Contract to Hire - W2

Profile Sources

- linkedin: <https://www.linkedin.com/in/ragkris>
- linkedin: <https://linkedin.com/in/krishnamurthy-raghavendra-83b15017>
- Dice: <https://www.dice.com/employer/talent/profile/0d9f331fe4f5206022a65f12d064ba8e>