

SHRADDHA H SHETTY

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SNAPSHOT

I am a post-graduate management professional with over 12 years of work experience in the technology space with responsibilities involving **strategy creation, leadership, project planning & business analysis**. I have accumulated both functional, managerial, cross-domain and technical expertise in evolving and complex areas such as Cloud computing architecture, Big Data, and ERP implementation. Additionally, I have gained strong core skills such as planning, decision making, cross-cultural and team management experience from having worked with established companies, Indian PSU's and start-ups such as Siemens, NxtGen, Hitachi, KPMG, TCIL, C-DOT in The UK and India.

My master's degree in Business Administration from the Cardiff Met University(2007) strongly lead me to acquire varied nuanced business concepts such as operations, project management Go-to-Market which were vital when I began my entrepreneurial journey in the Cloud computing space. I have also served as a Strategy leader to lead growth initiatives for a smart-city-as-a-service firm based in Bangalore, India which also lead me to working closely on the digital transformation objectives of the Government of India.

My core interest lies acquiring additional knowledge in areas such as **strategy, innovation, business growth and sustainability** issues to be on top of the changing business landscape and empower me to succeed in my ambitious professional and personal aspirations.

QUALIFICATIONS

⇒ **Master's in Business Administration** (International Business Management) from University of Wales, Cardiff University of Management, UK in 2005.

⇒ Bachelor's Degree in Business Management from St. Agnes College, Mangalore in 2004.

⇒ **Certifications:**

- IBM Cloud Computing Infrastructure Architect V1
- APM Project Management.
- ADM 940 ABAP AS Authorization Concept.
- Finance Training on SOX Tester.
- International Fashion Business Management(Summer Course)
- Pursuing certificate in artificial Intelligence.

CAREER CONTOUR

Since December 2018

Strategy Leader: Digital Transformation, NxtGen Datacenter and Cloud technologies Pvt Ltd

My Role involved drafting strategies for implementing cloud based smart-city-as-a-service (SaaS) platform in India. I have played a key role in initiating engagement with India's three largest PSUs – TCIL(Telecommunications Consultants India Limited(Bharat Electronics Limited) and CDOT (Centre for development of Telematics). I managed internal team and external teams from technology giants like KPMG,

Hitachi and other Independent software vendors who catered smart technologies. To build and efficiently enable the platform worked on Multiple use cases -Video Analytics, Smart waste management and Intelligent Transport management System(ITMS) .Gained knowledge on latest technologies such as Video Analytics, Artificial Intelligence, Machine Learning .I led the team to evaluate and launch Namaste Bharath **Messenger app** a [freeware cross-platform messaging](#) and [Voice over IP](#) (VoIP) service for internal use for the various government departments.

Skills demonstrated

- Ability to digitally reimagine the business by a clear digital strategy
- Strategic thinking that is focused on value and business outcomes
- Determine customers' needs and desires by specifying the research needed to obtain market information.
- Facilitate discovery workshops, and develop corresponding workshop content
- Ability to work well on a small team and have multiple, varied responsibilities in a start-up type pace of work
- Ability to quantify a proposed solution's business value collaboratively with customer leadership.
- Ability to effectively use Salesforce capabilities to manage your work and the program's visibility (Chatter, Activity Tracking, Reports, Dashboards, etc)
- Identifying and creating new partners and opportunities to expand company market share.
- Draft strategy and execute branding and marketing plans for domestic and global market reach.
- Creating collaterals for various requirements, e.g.: product pitch, investor pitch.
- Groom and develop management staff by orientation and training.

February 2017 -November 2018:

Head of Business operations of Comprinno Technologies Pvt.Ltd

Comprinno Technologies Pvt. Ltd. is a team of cloud orchestration and management experts. We are specialized in cloud set-up for highly regulated industries like Pharma, Healthcare & Finance. Comprinno has a deep understanding of Standard Operating Procedures (SOPs) practiced in these industries and detail know-how of regulations applied to them. We have successfully implemented cloud set-ups compliant to international standards like ISO27001, PCI-DSS, HIPPA, GAMP5 & 21-CFR-PART-11. Our technical expertise enables us to work in technology fields like IoT, Data Science & Analytics, Distributed computing, Information Security and Software Defined Networking. All our set-ups are fully backed by a comprehensive managed service which is compliant with ISO20000. Currently, our customer base is in India and US.

Skills demonstrated

- Knowledge of Cloud services delivery strategies and strong experience with implementations of all types of Cloud Deployment models Public, Private and Hybrid.
- Good understanding of Data Center infrastructure management.
- Demonstrated ability to communicate and engage with all levels of the organization (executives, managers, internal and external clients)
- Excellent communication and relationship skills, including the ability to negotiate between stakeholders across the organization to drive solutions and build consensus
- Developed and delivered succinct presentations for Comprinno at various Platforms.
- Developed and implement strategic project plans to meet business goals for the Devops team, including documentation of process.
- Work with Product Development of Tevico and Solutions Management to define new plans.
- implemented new business processes and infrastructure requirements, including systems, procedures and policies
- Wrote and implemented the revitalization business marketing plans for the aforementioned areas.
- Partnered with Regional Marketing resources to develop and execute sales and marketing strategies .

- Demonstrated track record in monitoring and delivering following offers of compromise in time, budget and quality.
 - System Architecture Design (System design)
 - Proof of concepts (Rapid Infrastructure creation to validate the concept)
 - System Integration (End-2-End Deployment)
 - Solution Validation (Verification and validation of KPIs through functional and stress testing of infrastructure)
 - Devops (Continuous Integration / Continuous Delivery, Infrastructure workflow optimisation through automation)
 - Managed Services (Comprehensive infrastructure management using ITIL based service delivery approach)
- Liaising with the business to consult regarding Tevico business operational models, set -up and operating costs, etc

Since November 2013 to March 2016:

Managing Director RK Trans2cloud, London(UK).

RK Trans2cloud is a company focused on cloud computing, providing consulting, IT services, testing, trainings and solutions on several of the leading cloud platforms such as those provided by Microsoft, Amazon, Google, Salesforce.com, etc. It is also building expertise in Big Data Analytics, which is now the most exciting area in cloud computing. RK Trans2cloud has a team of experts in cloud and Big Data, both onsite and offshore, who are widely experienced, certified, and are skilled in all aspects of cloud computing. RK Trans2cloud was launched at Science and Information Conference 2014, London.

Skills demonstrated

- Directed business from conception and design to marketing, public relations, advertisement, and sales
- Identified and Secured partnerships with organizations in various fields that enhanced the growth of RKtrans2cloud.
- Conceptualized and Analyzed the competition ,developed strategic, business, sales and financial plans for RK trans2cloud.
- Successfully Launched and presented RK trans2cloud on Science and information platform in UK,2014.
- Presented RK trans2cloud as finalists in **Cambridge wireless, UK #DS14** competition.
- Directed website development and service setup.
- Actively wrote Blogs and white papers on Cloud computing and Big data.
- Conducted market research, and developed and executed promotional marketing plan to identify clients .
- Directed business from conception and design to marketing, public relations, advertisement, and sales
- Identified and Secured partnerships with organizations in various fields that enhanced the platform.
- Presented as a delegate of British high commission at **DIGITAL PARIS BUSINESS FESTIVAL** on fusion of IOT and Big data analytics,2015.
- Good Understanding of data analytic tools, e.g, Hadoop.
- Provided Insight on data governance at **Brussels parliament house as part of Tech UK delegation, 2015.**
- Successfully orchestrated training in cloud computing and big data for corporates in house and online.
- Grew company from my own idea through tech-focused cofounder to 15 staff organization.
- Monitored and supervised the team in successful implementation of cloud architecture for SMB clients .
- Hands on experience in Cloud and IT Infrastructure with implementations of IT services in accordance with Cloud Service models of IaaS, PaaS and SaaS.

Since Jan 08-Dec 11 Siemens VAI, Dorset/Sheffield (UK)
As Project Manager/ SAP Analyst

Business Analysis

- ⇒ Interacting with clients for requirement gathering, system study & analysis.
- ⇒ Conducting case / system / process study for project planning, scoping, estimation & tracking.
- ⇒ Understanding the technical & functional specifications; Drafting functional requirements; using models and diagrams to represent the processes and functions involved.
- ⇒ Assisting in functional testing of the new system and ensuring that it meets the user specifications; Generating and compiling reports based on findings with causes & solutions to address the same.

Project Management

- ⇒ Managing overall operations for executing projects involving scoping, initiating, high level design & architecture, resource mobilization, execution within cost & time parameters.
- ⇒ Conducting project closure meetings and addressing all the important issues.
- ⇒ Monitoring / tracking projects with respect to budgeted cost, demand forecasts, time over-runs to ensure timely execution of projects; defining best practices for project support and documentation.

Process Improvement

- ⇒ Mapping business requirements and coordinating in developing and implementing processes in line with the pre-set guidelines; spearheading Lean transformation initiatives.
- ⇒ Monitoring the overall functioning of processes, identifying improvement areas and implementing adequate measures to maximize customer satisfaction level.

Technical (SAP Implementation)

- ⇒ Managing and Providing SAP HR, SAP Security and Authorization, ESS and MSS Portal Support to UK business
- ⇒ Conducting As-Is, To-be process analysis, generating business blue print & validating same from the company.
- ⇒ Analyzing business process, generating blue prints and validating same from the company.
- ⇒ Handling data assimilation and freezing business process strategy discussion to decide the configuration.
- ⇒ Customizing SAP modules to suit the company's business.
- ⇒ Performing Go-Live activities and checking data for completeness & correctness after loading.
- ⇒ Conducting training programs for end users & preparing training manuals.
- ⇒ Extending post implementation and maintenance support.

SAP HR Expertise

- ⇒ **SAP HR implementation and support of Personnel Administration (PA), Time Management (PT) Payroll (PY), Benefits and Organizational Management (OM).**
- ⇒ Analyzed collective agreement related to payroll issues such as bonus payment, payments using average calculation and so on
- ⇒ Created specification for payroll configuration.
- ⇒ Created time structures-Work Schedule rules for flexible reporting structures.
- ⇒ Analyzed configured time info types like Attendance, Absences, Substitutions, Time Events Employee Remuneration, attendance Quotas and Time Transfer Specifications.
- ⇒ Identified Overtimes and Availability as per the client requirements.
- ⇒ Defined different time management schemas for configuration according to business process defined in the blueprints.
- ⇒ Defined attendance/ Absence counting rules for different Employee subgroups (ESG) depending on their Work schedules (WS).
- ⇒ Used Attendance/Absences Data: Overview report.
- ⇒ Generated overtime wage type according to simple rules in table.
- ⇒ Monitored ,Evaluated and Conducted UAT for :
 - Configured Time management features. Tables, schemas, rules, and features for SAP HR Payroll (UK).
 - Configured wage types, processing and evaluation classes and cumulations.
 - Configured valuating absences by averages.
- ⇒ Documented customer-specific requirements to ensure successful migration to an existing SAP system for Personnel Administration (PA), Benefits and Organizational Management (OM/PD).

- ⇒ Provide support to all SAP users. Cross-functional development & support team consisting of SAP (development, configuration, and basis) and Web skill sets
- ⇒ End User Training/SUPPORT

SAP Security and Authorisation Expertise

- ⇒ Translated user requirements into authorization/access requirements
- ⇒ Align security design with business needs
- ⇒ Worked with business/functional team to define and design security requirements
- ⇒ Coordinate testing with end users
- ⇒ Mapped business/functional role with SAP standard role/profile
- ⇒ Prepared transport request of role/profile in the development system
- ⇒ Coordinated with BASIS administrator on security implementation
- ⇒ Provided end-user support to resolve authorization/access issues
- ⇒ Monitored end-user log in activity in the production system
- ⇒ Worked with business team to develop and implement security requirement
- ⇒ Developed and update security documentation
- ⇒ Developed familiarity with SAP functional and technical (BASIS & ABAP) skills
- ⇒ Reviewed security/access on regular basis
- ⇒ Provided transfer of knowledge to the support organization
- ⇒ Used transaction SM19/SM20 to analyze security audit log
- ⇒ Accessed SU53 and ST01 to determine and solve authorization issue
- ⇒ Used PFCG to generate user profile
- ⇒ User creation and role maintenance via transaction SU01

Highlights:

- ⇒ Effectively worked on
 - Process Area (Finance, Procurement and Project systems) to translate business need into SAP developments.
 - Training process to ensure that any developments are reflected in training / documentations etc.
- ⇒ Worked with SU's to keep the business up to date with Enterprise developments / best practice etc.
- ⇒ Took structured approach in improving the process for SAP related activities.
- ⇒ Worked with Support / Service providers to ensure that fixes are made and communicated appropriately to the business.
- ⇒ Instrumental in developing the testing strategies and verification scenarios with Siemens VAI central client team (based at Linz).
- ⇒ Interacted with the Internal Support Centre to ensure seamless delivery of SAP support to the business.
- ⇒ Demonstrated skills and ability in identifying business problems and transposed into Business Requirement specifications for a 3rd party support / development provider. E.g. Design HR interface to transfer employees Master data from GSS Central System to Siemens VAI SAP Mozard system.

Oct'06-Nov'07: Tesco, CARDIFF (UK)

Junior Business Analyst

- ⇒ Preparing and presenting research reports comprising of industrial trends, industry information; interpreting the result of research studies and providing business recommendations.
- ⇒ Analyzing business processes, conducting benchmarking study / trend analysis and using various business tools to assist the critical decision making process.
- ⇒ Acknowledge the significance of inputs from supervisor and appropriately and accurately applying comments/feedback.
- ⇒ Adhering to project standards defined by project management.
- ⇒ Accurately employing methodology and documentation tools.
- ⇒ Proactively carrying out project support /administrative functions.
- ⇒ Establishing responsible deadlines and personal work plans and managing time effectively.
- ⇒ Mapping business requirements and coordinating in developing and implementing processes in line with the pre-set guidelines. Handling Payroll department outsourcing and the maternity section.
- ⇒ Conducting case / system / process study for project planning, scoping, estimation & tracking.

⇒ Drafting functional requirements; using models and diagrams to represent the processes and functions involved.

PRECEDING ASSIGNMENTS

Feb'06-Jan'07: Halifax and Bank of Scotland, Cardiff, UK, as Part Time Customer Sales Advisor-Sales and Retention

Mar'05-Jan'06: O2 Telecommunications, Cardiff, UK, as a Part Time Customer Service Advisor

