

MANOJ PATIL

SALESFORCE SOLUTION ARCHITECT | DIGITAL TRANSFORMATION | MULTI-CLOUD | ENTERPRISE SCALE

Contact Details: - +971554386164

DOB: 30th DEC 1986

Visa: UAE Resident Visa till Feb 2027

Languages: Fluent in English, Hindi and Marathi (Native)

Email: manoj.dazz@gmail.com

Nationality: Indian

Current Location: Dubai, UAE

Notice Period: 30 Days

KEY IMPACT SUMMARY:

- Led enterprise-wide digital transformation at Dubai South, digitizing 300+ government services and reducing customer visits by 80%
- Architected multi-cloud Salesforce platforms across Experience, Service, and Data Cloud supporting high-volume transactions
- Designed complex integration ecosystems with government systems enabling real-time automation and compliance workflows

SUMMARY:

Salesforce Solution Architect **with 16+ years of IT experience**, including **12+ years leading enterprise Salesforce architecture and digital transformation** initiatives in the UAE. Currently driving large-scale government transformation at Dubai South, delivering a unified Experience Cloud platform across multiple departments. Expert in designing scalable, secure, and high-performance **multi-cloud solutions** across Sales, Service, Experience, and Data Cloud. Strong expertise in integration architecture, high-volume data strategies, and platform governance for enterprise environments. Proven ability to engage C-level stakeholders, define solution roadmaps, and lead cross-functional teams from concept to delivery. Holds 11 Salesforce certifications along with **DevOps Master, SAFe Agile**, Scrum Master, and ITIL certifications.

CORE COMPETENCIES:

Enterprise Architecture & Strategy:

Multi-Cloud Architecture (Sales, Service, Experience, Data Cloud), Solution Blueprinting, Platform Governance, Security & Compliance, AI & Data Strategy

Integration & Data Architecture:

Enterprise Integrations (REST/SOAP, Event-Driven), MuleSoft, SnapLogic, API Design, High-Volume Data Handling, Data Modelling, Data Migration & Harmonization

Salesforce Platform Expertise:

Experience Cloud, Service Cloud, Sales Cloud, Financial Services Cloud, CRM Analytics, Shield, DocuSign, DrawLoop, OmniStudio

Engineering & DevOps:

Apex, LWC, Platform Events, SFDX, CI/CD (Azure DevOps, Jenkins, Bitbucket), Git, Release Management

Leadership & Delivery:

Stakeholder Management, Solution Workshops, Team Leadership (4–30), Agile/SAFe Delivery, Risk Management, Pre-Sales & PoCs

ARCHITECTURE & LEADERSHIP HIGHLIGHTS

- **Architected scalable Salesforce ecosystems** for multi-department enterprise clients.
- Defined **target-state architecture, data strategy, and security models** ensuring compliance, encryption, and high availability.
- Built **DevOps pipelines (SFDX, Bitbucket, Jenkins, Azure DevOps)** improving deployment efficiency.
- Partnered with **stakeholders** to shape Salesforce strategy, ensuring alignment with organizational goals.
- Delivered **POCs and AI-led prototypes**, accelerating platform modernization and digital service delivery.
- Mentored multi-functional teams fostering innovation, technical solutions, and accountability culture.
- Led **risk mitigation and critical incident resolution**, ensuring project continuity and delivery excellence.

KEY ACHIEVEMENTS:

- Recognized for significant contributions with a **certificate of appreciation** presented by **His Excellency Mr. Khalifa S. Al Zaffin**, Executive Chairman, Dubai South.
- Earned 6 "**Star Awards**" at BMC Software India Pvt. Ltd.
- Secured **two Accenture Excellence Awards**.
- Delivered **90% NPS rating** for Experience Cloud implementation (US Bank)
- Runner-up in a hackathon at BMC Software India Pvt. Ltd.

CERTIFICATION DETAILS:

Salesforce Certifications:

- Salesforce Application Architect
- Salesforce Data Architect
- Salesforce Sharing & Visibility Architect
- Salesforce Identity & Access Management Architect
- Salesforce AI Associate
- Salesforce Platform App Builder
- Salesforce Platform Developer I & II
- Salesforce Tableau CRM & Einstein Discovery Consultant
- Salesforce OmniStudio Developer
- Salesforce Financial Services Cloud Accredited Consultant

Professional Certifications:

- DevOps Master Certified

- SAFe Agile Practitioner Certified
- Certified Scrum Master
- ITIL Foundation Certified

ACADEMICS:

- PG Diploma in Advanced Computing (CDAC) from the Institute for Advanced Computing and Software Development, Pune, India (2009).
- Bachelor of Computer Application (BCA) from Tilak Maharashtra University, Pune, India (2008).
- Training - **School of Technical Architect (Accenture), Scales Agile Framework, DevOps Master, Scrum Master, Snap Logic.**

MAJOR PROJECT:

Dubai South, Dubai (March 2023 - Present) (Contract – VRK IT Consulting FZE, Ajman)

Salesforce Technical Specialist / Architect

Project Title: Digital Transformation, Service Cloud, Experience Cloud

Client: Dubai South Properties, Dubai South Freezone.

Program: Enterprise Digital Transformation across Freezone, Real Estate, Logistics, Aviation, and Government Services

- Led large-scale Salesforce-driven digital transformation, modernizing legacy systems into a unified Experience Cloud platform across multiple government departments.
- Digitized 300+ services, reducing in-person customer visits by **80% and enabling seamless, end-to-end digital journeys.**
- Architected **scalable multi-cloud solution** leveraging Experience Cloud, Service Cloud, and Data integrations to support high-volume transactions and cross-department workflows.
- Designed LWR-based single-page architecture with dynamic LWC components for adaptive service delivery and performance optimization.
- Built **complex integration ecosystem** with government entities (GDRFA, CID, EPI, DUL, AML, ERP) enabling real-time data exchange and automation.
- Developed interactive UBO ownership model for compliance and KYC workflows, improving transparency and regulatory alignment.
- Implemented document automation solutions (DocuSign, DrawLoop) to fully digitize customer onboarding and approval processes.
- Led architecture governance, solution reviews, and mentored development teams to enforce scalable design standards and best practices.
- **Recognized by executive leadership for architectural excellence and business impact.**

Virtusa Pvt Ltd (February 2022 – March 2023)

Technology Architect

- Played key role in Salesforce capability leadership, driving solution strategy, vendor management, and cost optimization
- Led RFP responses and built solution prototypes to demonstrate business value and win client confidence
- Provided architectural oversight in critical delivery scenarios (“Code Red”), ensuring solution stability and continuity
- Designed ESG Analytics solution leveraging CRM Analytics, enabling data-driven sustainability insights for wealth management clients
- Architected large-scale Service Cloud contact center transformation with Amazon Connect integration

Accenture Solution Pvt Ltd (March 2018 – February 2022)

Application Development Associate Manager

Project Title: Financial Services Cloud

- Led transformation from CRM Dynamics to Salesforce FSC, improving personalized banking journeys.
- Managed 22-member team, driving solution workshops and module delivery.
- Designed Financial Personality Assessment, Lead Management, and Colleague Desktop—boosting banker efficiency by 50%.
- Implemented a solution framework for auditing and reviewing vital changes in customer data by various teams which has more than 15 flows and over 500 pathways to identify and review.
- Implemented robust DevOps pipeline (Azure DevOps + SFDX) for cross-departmental releases.
- Led solutioning workshops with business users to map challenges to Salesforce capabilities.

Project Title: Service Cloud/Lightning Communities/Experience Cloud

- Led project for a subsidiary of a well-known US bank, focusing on account holder rewards and redemption.
- Served as Project Lead and Architect, overseeing 30 resources from four teams
- Architected Rewards & Redemption portal integrating Salesforce, Heroku, PostgreSQL and Informatica.
- Designed critical modules—Rewards Redemption, Community Forums, Knowledge Base, SSO, SMS/CSAT integration.
- Implemented Continuous Integration and Continuous Deployment (CI/CD) using Azure (VSTS Teams) and SFDX.
- Experience site has got more 90% promoters score in NPS in a year since go live.
- **I received two Excellence Awards during my tenure on this project.**

BMC Software India Pvt Ltd. (April 2013 – February 2018)

Staff Application Developer

- Led Service Cloud migration from Remedy, providing 360° customer visibility and boosting CSAT to 4.2/5.
- Built CPQ Deal Scorecard and Approval Management engines, optimizing sales deal cycles.
- Implemented Coveo search engine for knowledge base search,
- Utilized Snaplogic for data migration of major objects in service cloud, also migrated 100K KB Articles form multiple system to salesforce

- Pioneered CRM Analytics dashboards for account health tracking.
- Received multiple **Star Awards** for innovation and leadership.

Emergys Labs Private Limited (Formerly known as VyomLabs Pvt Ltd). (March 2010 – April 2013)

Sr. Engineer

Project: One3 Customer Service Remedy Application

- One3 Application was a comprehensive tool encompassing Customer Support, Quality Management, and other functionalities for internal and external BMC customers.
- Responsibilities included enhancements, bug fixes, and server maintenance of this custom BMC Remedy Application.

THANK YOU!