

YOGESH PATIL

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Personal Profile

Results-driven Product Manager with a strong focus on finding solutions, skilled in stakeholder engagement, effective communication, analytical thinking, and problem-solving.

A collaborative team player who can also work independently, demonstrating initiative and self-motivation.

Hold certifications as a Salesforce Certified Sales & Service Cloud Consultant, Administrator, and Platform App Builder.

Contact

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KEY SKILLS AND STRENGTHS

- Extensive career in Salesforce technology, encompassing roles such as Salesforce Administrator, Salesforce Consultant, Salesforce Business Analyst, and Salesforce Product Manager.
- Seasoned Product Manager with expertise in defining product vision and roadmap, collaborating with business and technology leaders to execute transformational projects involving multiple cloud capabilities and integrations with third-party applications and systems.
- Proficient in stakeholder management to ensure alignment between product outcomes and business objectives, effectively mapping product capabilities to meet business requirements.
- Successfully delivered impactful and complex projects related to Sales Cloud and Service Cloud, driving operational efficiencies and establishing a solid foundation for future enhancements.
- Experience in leading cross-functional teams, engaging with BPOs to identify pain points and optimise processes, facilitating requirements gathering workshops, presenting innovative solutions, coordinating off-shore development teams, and collaborating with solution architects, integration specialists, and data migration experts.
- Adept at in-house consulting and system administration, adeptly translating business requirements into solution designs, and implementing feature enhancements through out-of-the-box configuration.
- Proficiency in configuring Omni-Channel and Live Agent, Lightning Knowledge, customizing objects and fields, creating reports and dashboards, defining record types and page layouts, implementing validation rules, workflows, approval processes, managing change set deployments, and integrating apps from the AppExchange. Skilled in system security practices, including creating profiles and permission sets, establishing sharing models, and defining role hierarchies.
- Collaborative team player with experience working in multidisciplinary teams, proactive and strategic thinker with meticulous attention to detail, and resourceful problem solver with a positive and proactive mindset.

EDUCATION

- Master of Arts - Urban Design 2007
The University of Greenwich, London
- Bachelor of Architecture 2001
University of Pune, MS, India

TECHNOLOGIES

- Salesforce.com Service & Sales Cloud, Admin. and App Builder
- CTI – BT and NVM/Vonage, JIRA, Confluence, MS Office,

CORE SKILLS

- Analytical, problem solving, statistical
- Project Management, Planning & Organising
- End user/business engagement for app design and development

PROFESSIONAL

Salesforce Product Manager

Feb 2023 - current

Cox Automotive, London (Remote)

- Lead the Salesforce team in the rollout and consolidation of central business services into Salesforce, acting as liaison between business users, product owners and technical resources, supporting the implementation of business solutions impacting multiple business areas.
- Built and maintained relationships with multiple senior stakeholders to drive engagement and support across the wider international business as well as Development, Sales, Operations, Customer Support, Marketing, Finance, Legal and senior business leaders, determining business needs and prioritising competing demands on a Salesforce Roadmap.
- Leadership of two sub-teams, Projects – delivering strategic projects and Continuous Improvement team – delivering ongoing enhancements and maintenance of live solutions on the platform, and driving process and technology alignment within and with other product and engineering teams.

Salesforce Product Manager

Nov 2022 – Aug 2023

Places for People, London (Remote)

- Responsible for managing and enhancing the Salesforce Platform (including Marketing, Sales, Service, Field Service, and Experience Cloud) across the organisation. Ownership of the Product Vision and Roadmap, ensuring alignment with business objectives, and securing endorsement from key stakeholders in business and technology leadership.
- Spearheaded the implementation of an agile continuous improvement process, establishing a dedicated Continuous Improvement (CI) team. This initiative aimed to accelerate the pace of application enhancements for live Salesforce applications, ultimately enhancing the colleague and customer experience. Supported by a robust governance framework, strong business support, and appropriate tooling.
- Overseeing the concurrent delivery of multiple large-scale transformation projects through project steering groups. Collaborating directly with business and technology leaders and delivery teams, to identify and resolve any obstacles hindering project progress, such as time constraints, resource limitations, scope management, and technical challenges.

Salesforce Product Manager

July 2021 – July 2022

UK Export Finance, London

- Overall responsibility for ensuring the achievement of strategic goals and business objectives for Salesforce and the End-to-End Platform within UKEF.
- Serving as the Senior Responsible Owner (SRO) for the End-to-End Platform project, accountable for delivering project benefits, managing the budget, overseeing the contract and relationship with the delivery partner, formulating Salesforce strategy, leading the project team, and obtaining agreement from stakeholders and decision-making bodies.
- Collaborating with the business to prioritise the Salesforce development backlog and working closely with technology colleagues to deliver continuous improvements. Proactively addressing any issues, convening stakeholders when necessary, and driving changes through the development, testing, and change management processes.
- Ensuring that training resources are current, effective, and aligned with user needs. Actively promoting the use of Salesforce across the organisation. Developing and executing change management and communication plans, in collaboration with business owners, to inform and engage staff and users about Salesforce.

Product Manager, Sales Technology

Dec. 2019 – April 2021

Deliveroo, London

- Solid experience of working cross functionality across a range of business stakeholders – commercial, compliance, legal, finance, customer support as well product and engineering to identify and drive delivery of high impact outcomes.
- Proficient in managing stakeholder expectations and effectively communicating product enhancements to ensure operations fully understand and leverage them.
- Successfully executed a complex Sales Cloud re-architecture project, resulting in significant operational efficiencies and establishing a strong foundation for advanced enhancements and automations.
- Led a dedicated squad consisting of 2 Business Analysts and 6 developers (comprising onshore and offshore resources) to implement the product roadmap. Possesses full software development lifecycle (SDLC) experience within an agile environment, including feature prioritization, user story refinement, and sprint planning.

Salesforce Analyst – EMEA

Sept 2019 – Dec 2019

JUUL Labs, EMEA

- Acted as the in-house CRM lead overseeing Salesforce Service Cloud across all EMEA markets, encompassing Service Console, Omni Channel, and Knowledge functionalities. Responsibilities included stakeholder mgt, business analysis, requirements gathering, solution design, and prototyping.
- Employed agile methodologies to develop and deliver solutions and enhancements, handled BAU activities, prioritising and escalating issues, and conducting analysis and data quality monitoring.

Salesforce Consultant,

Nov 2018 – Sept 2019

Accenture, London

- Engaged as a Functional and Technical Business Analyst (BA) for a significant Service Cloud Implementation project conducted for a prominent global healthcare provider. Involved in a phased global rollout, working closely with key stakeholders to understand business processes and pain points through interviews and workshops. This collaboration aimed to establish end goals for the application, including defining project scope and functional requirements that informed solution design.
- Collaborated with off-shore development teams to allocate and monitor development activities, while also addressing queries related to requirements and solution designs in conjunction with the client, on-shore architects, and integration specialists. Additionally, responsible for configuring Account Management, Lightning Knowledge, Omni-Channel, Live Agent, and other interaction channels.

Salesforce Engineer, Business Support Systems

Apr 2018 – Nov 2018

Avanti Plc, London

- Took the lead in developing and delivering a comprehensive application feature roadmap of Salesforce enhancements, ensuring alignment with stakeholder requirements across the entire business. This involved documenting user requirements and solution specifications.
- Strengthened data security by updating the organisation's security model. Implemented a reorganization of profiles, permission sets, and role hierarchies within Salesforce (Sales Cloud). Customized the platform to mitigate risks and plan for contingencies prior to deployment. Additionally, provided second-line support for tickets related to user management, data management, backups, and security.

Senior Strategic Planner

Jan 2008 – Apr 2018

Greater London Authority, London

- Took the lead in designing and deploying a custom Lightning Experience Salesforce App, proactively initiating the project. The app resulted in notable time, cost, and resource savings. Involved in solution design and the development of declarative app components.
- Functioned primarily as an Urban Designer and Master Planner within the planning team, offering expert advice on planning and design matters. Collaborated with local councils, TfL (Transport for London), landowners, and specialist consultants to ensure coordination and alignment. Additionally, represented the interests of the Mayor in various forums.

Regeneration Consultant

Apr 2005 – Dec 2008

Renaisi Ltd, London

- Inward Investment consultant for 'Invest in Hackney' supporting regeneration projects.

Architect

Jan 2001 – Aug 2004

KRC Architects, New Delhi

- Served as an Architect in a team responsible for the design and implementation of institutional and educational facilities in both the public and private sectors. Noteworthy projects include the highly acclaimed Indian Institute of Technology Campus in Kanpur and the National Insurance Academy in Pune.

COURSES & ACCREDITATIONS

- **Salesforce Certified Sales and Service Cloud Consultant, Administrator and Platform App Builder**
- OTHER: Project Management: Prince 2; Courses: JAVA for beginners; CPD: ESRI ArcGIS, Autodesk Navisworks Simulate (City Wide 3D modelling), Development finance and viability.

INTERESTS AND ADDITIONAL

- Publications: Infrastructure Today, Mar 2014, Cover Story 'Urban Growth Planning: A London Perspective'
- Prototyping ideas to optimise, improve and transform existing business processes using Salesforce. Built a new '[Development Capacity App](#)' to help planning professionals estimate land potential in minutes.