

MAKRAND SALGAONKAR

CONTACT

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EDUCATION

PUNE University 2006-2008

Master of Business Management

CORE COMPETENCES

- Business Analysis Planning and Monitoring
- Elicitation and Collaboration
- Requirement Life cycle Management
- Requirement Analysis and Design definition
- Strategy Analysis
- Solution Evaluation
- Stakeholder Management
- Project Management

TECHNICAL SKILLS

- Documentation Tools: MS Suite
- Prototyping & Wire frames Tools: Axure & Balsamiq
- Modeling Tools: MS Visio, Draw.io
- Database: SQL
- Project Management tool: JIRA
- Reporting Tools: Power BI, & Tableau

DOMAIN KNOWLEDGE

ERP | CRM | TMS | LOTUS

CERTIFICATES

Certified IT – POPM SAFe Agile

Certified IT – Business Analyst IIBA [EEP]

SOFT SKILLS

- Communication Skills
- Problem-Solving
- Leadership
- High work Ethic

LANGUAGES

English, Hindi, Gujarati, Marathi

CAREER OBJECT

A results-driven professional with over 15 years of total experience, including 8.5 years as an SME & Business Analyst. Proficient in gathering and analyzing business requirements, optimizing processes, and driving successful project execution through Agile and Waterfall methodologies. Proven expertise in sales, specializing in client relations, product onboarding, and market analysis. Seeking a challenging role where I can utilize my skills in business analysis and sales to contribute to organizational success.

PROFILE SUMMARY

- In-depth knowledge of SDLC in various phases (i.e. waterfall & agile).
- Proficient in Waterfall Model: Gathered requirements using Elicitation Techniques and prepared BRD, FRD, SRS, RACI Matrix, BCD, created UML Diagrams and Prototypes and requirements tracking through RTM, well versed with UAT handling Change Request.
- Expert in Agile Scrum: Creation of user stories and added Acceptance Criteria, BV & CP, Sprint and Product Backlogs, conducted various Sprint Meetings, Sprint and Product Burndown charts, ensured DOR and DOD checklist.
- Proven success in sales, specializing in knowledge transfer, client relations, and process optimization.
- Experienced in leading product onboarding, managing documentation, and conducting market analysis.
- Proficient in leveraging advanced tools and technologies to support business objectives and drive growth.

WORK EXPERIENCE

- Bath depot** FEB 2023 TO SEP 2023
Key Holder (Sales Associate) (Canada)
- Participate in the supervision, motivation and management of the employees.
 - Maintain a high standard of customer service and an unbeatable shopping experience.
 - Maximize sales, profitability and manage the store's operation.
 - Participate in the validation of sales report and control of the inventory.
 - Promote and complete the visual merchandising of the products

Octogone Qatar SEP 2019 TO OCT 2022
Business Development Manager (Qatar)

1. Project name:- **Trade Management System (Agile)**
Project description: - The TMS project was implemented using Agile methodology, automated trade processes like import/export documentation and regulatory compliance, reducing manual errors and improving real-time visibility. This enhanced operational efficiency, boosting customer satisfaction and driving business growth.

2. Project name:- **CRM (Agile)**
Project description: - The CRM project was design and implement to centralize customer data, automated sales processes, and enhanced customer engagement by providing tools for tracking interactions, managing pipelines, and generating insights. Its successful implementation boosted sales team productivity and improved customer relationships, driving business growth.

- Role - SME**
Responsibilities
- Provide deep domain knowledge and expertise related to the project's subject matter.
 - Collaborate with the product owner and business analysts to analyse and refine user stories or requirements.
 - Participate in grooming sessions to refine user stories and acceptance criteria.

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- Work closely with the product owner and the team to define clear and **testable acceptance criteria** for user stories.
 - Ensure that acceptance criteria align with **business goals** and are achievable.
 - Share **domain knowledge** with team members to enhance their understanding of the project's context.
 - Work closely with developers to resolve issues, and provide guidance during the implementation of **user stories**.
 - Collaborate with the testing team to ensure that **test cases** cover all relevant aspects of the system.
 - Identify potential risks or challenges related to the domain and work with the team to develop **mitigation strategies**.
 - Proactively address issues that may arise due to gaps in domain understanding.
 - **Led project sales teams**, overseeing and assessing activities.
 - Identified business opportunities through market **research** and **analysis**.
 - Monitored and reported daily sales activities, providing management insights.
 - Communicated **technical product knowledge**, explaining benefits and usage.
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Casamia Building Material Trading LLC
Business Development Manager (Dubai)

MAY 2018 TO AUG 2019

Project name:- **CRM Enhancement (Agile)**

Project description: - The project enhanced the existing CRM system by adding advanced reporting, automating key workflows, and improving customer interaction tracking. It increased sales team efficiency, improved customer satisfaction, and delivered continuous improvements, leading to streamlined operations and better business outcomes.

Role - SME

Responsibilities

- Provide deep **domain knowledge** and expertise related to the project's subject matter.
 - Assist in clarifying **requirements** and ensuring a shared understanding of the domain among team members.
 - Validate that **user stories** accurately reflect **business needs** and are feasible from a technical and domain perspective.
 - Clarify doubts, provide additional context, and assist in breaking down larger stories into smaller, **manageable tasks**.
 - Verify that **acceptance criteria** are aligned with business objectives and are achievable.
 - Share **domain knowledge** with team members to enhance their understanding of the project's context.
 - Assist in the development of **test cases** and **scenarios** based on domain knowledge.
 - Collaborate with the testing team to ensure that **test cases** cover all relevant aspects of the system.
 - Provide feedback during **sprint reviews** and **retrospectives** to help the team improve its processes.
 - Anticipate and address **potential issues** stemming from gaps in domain knowledge.
 - **Led project sales teams**, planning and evaluating activities for growth.
 - Generated business through **stakeholder engagement** (architects, designers, engineers, etc.).
 - Built strong **customer relationships** through partnering and understanding their needs.
 - **Coordinated with suppliers**, building and maintaining relationships.
 - Conducted **market research**, competitor, and customer surveys to identify opportunities.
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Al Uthman Mechanical Trading and Contracting Co. WLL
Product Manager (Qatar)

JAN 2016 TO DEC 2017

Project name:- **CRM (Agile)**

Project description: - The project utilized Agile methodology for iterative development, continuous feedback, and timely feature delivery. The CRM solution centralized customer interactions, improved lead tracking, and automated sales workflows, enhancing sales team efficiency and management reporting. This adaptability led to greater operational efficiency and customer satisfaction.

Role - Sr. BA

Responsibilities

- Interacted with the stakeholders and gathered requirements by using various **elicitation techniques**.
 - Created user stories with appropriate acceptance criteria with the assistance of the PO, added **user stories** into **product backlog** using the **JIRA tool**.
 - Prioritized and validated the requirements using **Moscow** and **FURPS** technique, added user stories to **sprint backlog** based on prioritization order.
 - Collaborated with PO and Scrum Master for **BV** and **CP** and assisted for the creation of **DOR** and **DOD** checklist.
 - Participated in **sprint ceremonies** to remove **road blocks** in the project.
 - Generated **Sprint**, **Product Burn down/Burn up charts** to track the project progress.
 - Participated in product planning and **UAT** to successfully deliver each sprint component.
 - Developed **sales forecasts** and implemented growth initiatives for business.
 - Managed sales and **marketing strategies**, **product planning**, and market share objectives.
 - Managed end-to-end business cycle functions.
 - Analysed **performance metrics**, **identified areas for improvement**, and secured key accounts.
 - Fostered relationships with decision-makers and implemented **customer acquisition** and retention strategies.
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Project name:- **CRM (Agile)**

Project description: - The project, enabled iterative development, continuous feedback, and timely feature delivery. The CRM solution centralized customer interactions, improved lead tracking, and automated sales workflows, boosting sales team efficiency and providing advanced reporting for management. This adaptability led to enhanced operational efficiency and customer satisfaction

Role - Sr. BA

Responsibilities

- **Engaged with stakeholders** and collected requirements through the use of various elicitation techniques.
- Developed user stories with relevant acceptance criteria in **collaboration with the Product Owner** and added them to the product backlog using the JIRA tool.
- Prioritized & validated requirements using the **MoSCoW** and **FURPS** techniques, then added user stories to the sprint backlog.
- Participated in **sprint ceremonies** to remove **road blocks** in the project.
- Generated **Sprint, Product Burn down/Burn up charts** to track the project progress.
- Led **direct marketing** and sales activities to drive growth in a targeted area, collaborating with architects and engineers.
- Developed and **negotiated quotations**, ensuring timely delivery and high levels of customer satisfaction.
- Monitored and reported **sales performance**, offering strategic insights to management for improved decision-making.
- Executed sales strategies, leveraging technical product knowledge to drive sales.
- Fostered strong client relationships through support, guidance, and tailored solutions.

Grohe India Private Limited
Territory Manager

JUNE 2014 TO NOV 2014

- Led project sales teams, planning and evaluating activities for growth.
- Generated business through stakeholder engagement (architects, designers, engineers, etc.).
- Managed sales inquiries, quotations, and negotiations.
- Created sales presentations and product samples to showcase benefits.
- Built strong customer relationships through individual account support.
- Tracked and reported sales performance, providing management insights

Roca Bathroom Products Private Limited
Assistance Manager Sales

SEP 2011 TO JUNE 2014
SEP 2008 TO MARCH 2011

1. Project name: - **ERP Enhancement (Waterfall)**

Project description: - The ERP project was to integrate all business processes into a unified system to enhance operational efficiency and improve real-time decision-making capabilities. The project aimed to automate functions such as Sales, Finance, HR, Procurement, and Inventory Management, allowing seamless data flow across departments.

2. Project name:- **ERP (Waterfall)**

Project description:- The ERP project, executed using the Waterfall methodology, integrated key business functions like finance, procurement, and inventory into a centralized system. The sequential approach ensured smooth progress from requirements to deployment, improving operational efficiency and data accuracy across departments.

3. Project name:- **Lotus (Waterfall)**

Project description:-The Lotus project aimed to develop and implement a workflow management system using Lotus solutions to streamline internal communication, document management, and approval processes within the organization. The system was designed to automate workflows, improve task tracking, and facilitate collaboration across departments

Role - BA

Responsibilities

- Conducted **Enterprise Analysis** and under the assistance of a senior BA in creating a Business Case Document, conducted **Stakeholder Analysis**, and prepared **RACI Matrix**.
- Gathered requirements from business heads using **Elicitation Techniques** and created a **Business Requirements Document**.
- Translated **BRD into FRD**, Collaborated with the technical team, and prepared **SRS Document**.
- Created **UML diagrams** and **wireframes** to visually represent requirements using **MS Visio, Balsamiq, and Axure**.
- Created and maintained **RTM** throughout the project.
- Assisted in Testing Team by preparing **Test Case Scenarios** and ensured the UAT was successful.
- Led sales teams in **wholesale and retail markets**, utilizing ERP system
- Established **distribution networks** and optimized product reach through stakeholder engagement.
- **Mentored sales teams**, setting monthly quotas, **tracking performance**, and conducting training sessions.
- Conducted training sessions, ensuring maximum channel extraction.
- Conducted market research, competitor, and customer surveys.