

Personal Details

Mobile: + [REDACTED]
mailto:[REDACTED]@[REDACTED]

Educational Background

Degree/Certificate	Institution	Year
MBA*	School of Management Studies, UoH (India)	2000-2002
Bachelor in Engineering (Mechanical)	Andhra University (India)	1996-2000

*Specializations– Systems & Operations Management

Total Work Experience

11.5 years

Organization: **Oracle USA.** Duration: **Aug 2013 – Till Date**
 Designation: **Product Management Director (Oracle Sales Cloud and Customer MDM)**

Job Profile:

Oracle Sales Cloud Product Management and Strategy – (Sales Force Management Capability on the Cloud).

- Strong SFA and CX domain expertise including Service, Marketing and Social Relationship Management.
- Responsible for Go To Market Strategy for Territory Management, Quota management, Sales Predictor, Customer Data Management and Data Quality modules for Oracle Sales Cloud.
- Own the Product Road Map.
- Product Evangelist for the responsible modules within Oracle Sales Cloud
- Strong Competitive Intelligence and Product Positioning.
- Manage Customer References.
- Work Closely with Partners and Implementers.
- Manage Customer Escalations.
- Manage Analyst Relations.
- Prepare Statement of Direction whitepapers.
- Participate in Sales Calls.
- Prepare Value proposition Sales Decks.
- Drive the Release Launch activities including delivering Webinars, Videos and release launch content.
- Train the Sales community.

Organization: **Oracle USA.** Duration: **Jan 2011 – Aug 2013**
 Designation: **Senior Principal Product Manager (Siebel Universal Customer Master, Fusion Customer Hub and Data Quality)**

Organization: **Oracle India Pvt Ltd.** Duration: **August 2008 – Jan 2011**
 Designation: **Principal Product Manager (Siebel CDI – Universal Customer Master and Data Quality)**

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Job Profile:

Oracle Customer MDM Product Management and Strategy - Products delivered on-premise as well as SaaS and hosted offerings.

- Strong MDM , CRM and DQ domain expertise.
- Understand Customer needs from Customer Advisory Boards, Strategy Council, Sales Consultants, field Consulting and strategize the product direction.
- Prepare Product Road Map.
- Prepare Requirements Document and Functional Design documents.
- Estimate the Cost, Project the expected Revenues, convince the management and get the investment for the new features to be developed.
- Consolidate the Estimations from multiple teams and estimate the total cost of the Release.
- Work closely with Engineering to get out the desired features.
- Manage Customer Escalations and help Customers in their Implementations.
- Provide advisory role to the Customers during the implementation phase.
- Planning, Consolidating and managing Engineering and QA schedules.
- Review and Approve Product Documentation.
- Prepare Value proposition Sales Decks.
- Prepare Customer Case Study Presentations and Customer Success Stories
- Provide support to the Sales Consultants in responding to the RFP's and provide Demo's.
- Product Evangelization.
- Feature Prioritization and Defect Prioritization.
- Approve Change Requests for Red Account Customers.
- Manage Relationships with External Partners and get the features developed through the partners.
- Work with Partners to get the large scale Product Performance and Scalability tests done.
- Prepare Product Scalability reports.
- Demonstrate the new Product Functionalities to the External World through Product Demo's and Webinars.
- Conduct Product Trainings to the Oracle University Trainers, Technical Support and Sales Consultants and Partners.
- Manage Analyst Relations.
- Manage Relation with OEM partners.
- Manage the Customer Advisory board for Oracle Customer MDM products.

Organization: **Infosys Technologies Ltd. (Hyderabad, London, Charlotte, Atlanta)** Duration: **October 2004 – August 2008**

Designation: **Consultant - ES**

Job Profile:

Consulting

- Consulting in Siebel CRM (Customer Data Integration UCM, Order Management, Service, Siebel Marketing, Siebel Products & Pricing)

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- Involved in evolving CRM process-technology investments plan, aligned with customer business goals
 - Preparation of Financial & Business Case for Technology Investments in CRM space

Business Analysis

- Engage End Users / Business Groups in Requirements specification, Requirements Elicitation & Charting out roadmap for eventual project execution
- Requirements Management and transitioning to technical team

Business Development

- Account / Engagement Management within CRM clients and ensuring project wins / new business
- Respond to Pre-Sales / proposals related to CRM and MDM Space
- Solution Proposal & Work estimation

Projects Undertaken

- Led Siebel 8.0 Order Management Implementation for a US Consumer Credit Rating Agency
- Participated in Requirements Gathering workshops to gather the requirements for Siebel Order Management and Call Center Implementation for a US Consumer Credit Rating Agency
- Led System appreciation exercise to map business processes for US Consumer Credit Rating Agency
- Participated in a CRM Roadmap exercise for US Consumer Credit Rating Agency
- Led the CDI Project for a major US Bank.
- Led the Siebel Upgrade project for a major European Telecom Gaint
- Participated in a Package Evaluation exercise for US Consumer Credit Rating Agency

Organization: **Virtusa India Pvt Ltd (Hyderabad and Boston)**
Designation: **Sr. Engineer**

Duration: **May 2003 – Oct 2004**

Job Profile:

Quality Assurance

- Preparation of Test Plans, Test Strategy and Test Cases
- Test Execution and Test Reporting.

Business Analysis:

- Business Requirements Analysis through Client Meetings (at USA)
- Develop System Use Cases & lead prototypes development

Organization: **Divine India Ltd. (Hyderabad)**
Designation: **Software Engineer**

Duration: **May 2002 – May 2003**

Job Profile:

- Testing Customer Interaction Management Products.
- Responsible for Quality and Software configuration management
- Participated in Product Road Shows.
- Presented a Technical in a National level conference on divine's Knowledge Management product.

Achievements

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- University Gold Medalist in **MBA**
 - Topper in **Engineering** in the Mechanical Engineering Department class of 2000
 - Consistently rated as a Top Performer in all the Organizations worked till date.
 - Recipient of MAP award at Oracle for being an outstanding Product Manager for UCM 8.2 release.
 - Recipient of multiple SPOT awards at Infosys.
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Key Skills

- Strong Knowledge of CRM, ERP, SCM and MDM Domains
 - Strong knowledge of Financial Industry Domain.
 - Good Product Management, Project Management and Consulting Skills
 - Good Communication and documentation Skills
 - Excellent Team Player
 - Highly Adaptable and Ever Learning
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LinkedIn Profile

- <http://www.linkedin.com/pub/narayanarao-machiraju/1b/899/27a/>
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