

MADHUR KATARMAL

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SUMMARY

Salesforce Technical Lead with 9+ years of experience designing, implementing, and leading enterprise-scale Salesforce solutions across Sales Cloud, Service Cloud, Experience Cloud, Financial Services Cloud, and Education Cloud. Proven expertise in solution design, system integrations, stakeholder engagement, and end-to-end delivery of scalable CRM platforms. Experienced in leading development teams, driving technical decision-making, and translating complex business requirements into secure, maintainable, and high-performing Salesforce solutions.

CERTIFICATIONS

- ▶ Salesforce Certified Sharing & Visibility Architect
- ▶ Salesforce Certified Service Cloud Consultant
- ▶ Salesforce Certified Sales Cloud Consultant
- ▶ Salesforce Certified Platform Developer II
- ▶ Salesforce Certified Platform Developer I
- ▶ Salesforce Certified Platform App Builder
- ▶ Salesforce Certified Administrator
- ▶ Salesforce Certified Associate
- ▶ Salesforce Certified AI Associate (retired by Salesforce)

AWARDS

- ▶ Publicis Sapient Core Value Awards - 2023 Salesforce COE - Partnering for Client Impact
- ▶ 1x Trailhead Ranger
- ▶ Agentblazer Champion 2025

SKILLS

- ▶ **Salesforce Clouds:** Sales Cloud, Service Cloud, Experience Cloud, Financial Services Cloud (FSC), Education Cloud.
- ▶ **Architecture & Design:** Solution Architecture, Technical Solution Design, Architecture Reviews, Proof of Concepts (POCs), Technical Estimation, Salesforce Best Practices.
- ▶ **Salesforce Development:** Apex, Lightning Web Components (LWC), Aura Components, Flows, Triggers, Batch Apex, Scheduled Apex, HTML, CSS, JavaScript.
- ▶ **Integrations:** REST APIs, Inbound & Outbound Integrations, Point-to-Point Integrations, Middleware Integrations, DocuSign.
- ▶ **Platform Capabilities:** Salesforce Scheduler, Einstein Activity Capture, Experience Cloud Portals.
- ▶ **Security & Governance:** Sharing & Visibility, Role Hierarchies, Profiles, Permission Sets, Guest User Security, Code Reviews.
- ▶ **DevOps & Release Management:** SFDX, Bitbucket, CI/CD, Release Planning, Sandbox Management, Branching Strategy.
- ▶ **Leadership & Consulting:** Technical Leadership, Stakeholder Management, Requirements Gathering, Solutioning, Agile Delivery, Client Workshops, Team Mentoring.

EXPERIENCE

NTT Data Inc., Digital Solution Consultant - Lead Consultant

January 2025 - Present

Key Technologies: Salesforce Service Cloud, Experience Cloud, Apex, LWC, Flows, REST APIs, Skills-Based Routing, Salesforce Knowledge, Guest User Security, Batch Apex, Scheduled Apex.

- ▶ Serving as Technical Lead and Solution Architect for a large-scale US-based Supply Chain client, leading solution design and delivery across Salesforce Service Cloud, integrations, Skills-Based Routing, Apex, Flows, and Lightning Web Components (LWC).
- ▶ Own technical architecture, design reviews, and implementation strategy for complex business requirements, ensuring scalable and maintainable solutions.
- ▶ Led the modernization of Salesforce's Known Issues Portal by eliminating middleware dependencies and redesigning the solution using LWC and Apex.
- ▶ Designed and implemented backend automation frameworks for Product Knowledge and Release Management processes using Apex Batch and Scheduled jobs.
- ▶ Contributed to the enhancement and maintenance of Salesforce Experience Cloud portals, including guest user access and security-related implementations.

Publicis Sapient (TLG India Pvt. Ltd.), Senior Associate Technology, L2

September 2022 - January 2025

Key Technologies: Salesforce Sales Cloud, Education Cloud, Experience Cloud, Salesforce Scheduler, Einstein Activity Capture, nCino, Apex, LWC, REST APIs, Solution Design, POCs

- ▶ Led technical solutioning and Salesforce implementation initiatives for clients across Banking, Education, Energy, Travel, and Technology sectors.
- ▶ Participated in requirements workshops, stakeholder discussions, and architecture reviews to define scalable Salesforce

solutions aligned with business objectives.

- ▶ Delivered end-to-end CRM implementation using Sales Cloud, Education Cloud, Experience Cloud, Salesforce Scheduler, and Einstein Activity Capture.
- ▶ Designed and validated technical solutions through proof-of-concepts (POCs), client demonstrations, and solution review sessions.
- ▶ Currently contributing to a large-scale Commercial Lending transformation program involving nCino for a leading UK-based banking client.
- ▶ Developed Experience Cloud solutions supporting student lifecycle management, faculty engagement, and application processing workflows.

Makepositive Software Solutions Pvt. Ltd. , Technical Consultant

April 2021 - September 2022

Key Technologies: Salesforce Sales Cloud, Service Cloud, Experience Cloud, Apex, LWC, REST APIs, Integrations, SFDX, Bitbucket, Code Reviews, Technical Solutioning

- ▶ Delivered Salesforce consulting and solution design services across multiple concurrent engagements spanning Telecom, Media, Travel, Property Management, and Event Management domains.
- ▶ Partnered with stakeholders and product owners to design and implement Salesforce solutions involving custom LWC development and enterprise integrations.
- ▶ Designed and implemented inbound and outbound integrations using REST APIs through both point-to-point and middleware-based architectures.
- ▶ Led technical estimations, code reviews, release planning, and platform governance activities across multiple Salesforce environments.
- ▶ Supported platform optimization, release readiness, DevOps processes, and repository management using SFDX and Bitbucket.
- ▶ Mentored junior developers and provided technical leadership on solution design, development standards, and best practices.

Accenture Services Ltd. , Application Development Analyst

November 2017 - April 2021

Key Technologies: Salesforce Sales Cloud, Financial Services Cloud, Experience Cloud, Apex, LWC, Aura Components, Open CTI, REST APIs, Flows, Security Model, Role Hierarchies, Sharing Rules

- ▶ Contributed to multiple enterprise Salesforce transformation programs within Banking and Financial Services domains.
- ▶ Implemented end-to-end CRM capabilities across Sales Cloud, Financial Services Cloud, and Experience Cloud, including integrations with external systems using REST APIs.
- ▶ Developed scalable solutions using Apex, Lightning Web Components (LWC), Aura Components, Flows, and Salesforce security model configurations.
- ▶ Delivered CTI integrations using Open CTI and implemented advanced telephony capabilities for customer service operations.
- ▶ Designed automation solutions leveraging workflows, validation rules, role hierarchies, sharing configurations, and custom business processes.
- ▶ Participated in technical design, development, testing, deployment, and production support activities across large-scale Salesforce implementations.

InterGlobe Aviation (IndiGo) , UI/UX Trainee

June 2016 - August 2016

B.Tech Curriculum Internship

- ▶ Contributed to the redesign of an internal employee portal through UI/UX research, wireframing, and interface design.
- ▶ Created mockups, screen layouts, icons, and visual assets to improve user experience and usability.
- ▶ Designed internal reports and communication materials used across business functions.

EDUCATION

- ▶ Amity School of Engineering & Technology, Guru Gobind Singh Indraprastha University, New Delhi - Bachelor of Technology (Information Technology) — 67.5%
- ▶ Oxford Sr. Sec. School, New Delhi - Senior Secondary Education (CBSE Class XII) — 85.65%
- ▶ Oxford Sr. Sec. School, New Delhi - Secondary Education (CBSE Class X) — 8.6 CGPA