

PROFESSIONAL SUMMARY

Salesforce Lead Solution Architect

Government Digital Transformation | Regulatory Platforms | Experience Cloud / Enterprise Integrations

9+

Years
Salesforce Experience

10×

Salesforce
Certified

2

Companies
Infosys · Smaartt

9+

Projects
UAE · Oman · India

Salesforce Lead Solution Architect with 9+ years delivering UAE Government and Enterprise platforms. Architected regulatory, compliance, and licensing solutions for CMA, KHDA, EPG, Masdar, and Emirates Transport — from requirements through production support.

CAREER HIGHLIGHTS

★ 50+ Business Processes

Implemented & Delivered
Across Gov't & Enterprise

◆ AFX Framework Contributor

Reusable Architecture Deployed
Across 3+ Client Projects

⊕ 70+ Services Migrated

Modernised Legacy Classic
to Lightning Experience

▣ Enterprise Pricing Engine

Multi-Year Profitability
Forecasting & Modelling

PROFESSIONAL EXPERIENCE

📍 Smaartt Digital Consulting · Dubai, UAE

Sep 2019 – Present (6+ yrs)

› Lead Solution Architect & Technical Lead

Nov 2022 – Present

› Technical Lead

Jan 2022 – Nov 2022

› Senior Salesforce Consultant

Sep 2019 – Jan 2022

📍 Infosys · Hyderabad, India

Feb 2017 – Sep 2019 (2 yrs 7 mos)

› Senior Salesforce Developer

Apr 2019 – Sep 2019

› Salesforce Developer

Feb 2017 – Apr 2019

KEY PROJECTS

Creative Media Authority (CMA) · Abu Dhabi Government

Lead SA & Technical Lead | Apr 2024 – Present | Team: 10

- Delivered 50+ digital services (Company, Freelancer, Media, Talent, Visa) with Compliance Management, Risk Rating, World Check, bilingual (Arabic/English) portal, and Round-Robin assignment engine for 10+ business scenarios.
- Enterprise integrations: ERP · ADRA · Payment Gateway · Regula OCR · Nintex DocGen · Circularo eSign · TwoFour54 · MuleSoft.

Stack: Experience Cloud · Apex · LWC · MuleSoft · REST APIs

AFX Framework · Smaartt (Internal R&D)

Module Lead & Senior Developer | Ongoing | Team: 8

- JSON-driven configurable screen engine, approval workflows, pricing engine, and notifications — deployed across Masdar City Lightning Migration and KHDA, reducing per-project effort significantly.

Stack: LWC · Apex · Salesforce Platform

KHDA – Knowledge & Human Development Auth. · Govt of Dubai

Lead Salesforce Consultant | Oct 2023 – Mar 2024 | Team: 3

- Bilingual (Arabic/English) configurable Experience Cloud for Dubai's education regulator — ECCs, Schools, Universities, and Training Institutes with role-based access and real-time dashboards.

Stack: Experience Cloud · Apex · LWC · Flows

Masdar City — Lightning Migration · Masdar City, Abu Dhabi

Solution Architect & Tech Lead | Sep 2022 – Sep 2023 | Team: 6

- Migrated 70+ Salesforce Classic services to Lightning + AFX Framework; complex data/document migration completed with business operations resumed within 4 days of go-live.

Stack: Lightning Experience · Apex · LWC · ERP Integration · AFX

Emirates Post Group (EPG) · Emirates Post Group, UAE

Senior Salesforce Consultant | Sep 2021 – Aug 2022 | Team: 5

- Self-service postal licensing portal with UAE Pass SSO, SLA-driven Case Management (automated escalations), and Oracle ERP / Government Service Bus integrations.

Stack: Experience Cloud · Service Cloud · Apex · REST APIs · Oracle

Emirates Transport (ET) · Emirates Transport, UAE

SA & Technical Lead | Aug 2020 – Aug 2021 | Solo

- Configurable pricing engine supporting complex vehicle/service combinations with XIRR-based multi-year profitability forecasting (up to 8-year contracts) and automated approval cycles.

Stack: Sales Cloud · Apex · Pricing Engine · Revenue Forecasting

Oman Data Park (ODP) · Oman Data Park, Oman

Salesforce Consultant | Jan 2020 – Jul 2020 | Solo

- Complete Lead-to-Order Sales Cloud implementation with data migration — solo delivery managing all business, functional, and technical responsibilities.

Stack: Sales Cloud · Apex · Lightning Components · Data Migration

Masdar City — Pricing Enhancement · Masdar City, Abu Dhabi

Salesforce Consultant | Sep 2019 – Dec 2019 | Solo

- Configurable pricing packages for company registration/renewal by reverse-engineering legacy Classic framework — solo delivery.

Stack: Salesforce Classic · Apex · Visualforce · Pricing Engine



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Smaartt Digital Consulting

CONTACT

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CERTIFICATIONS (10×)

- ◆ OmniStudio Developer Jul 2024
- ◆ Application Architect Jun 2022
- ◆ Platform Developer I Jun 2022
- ◆ Platform Data Architect Jun 2022
- ◆ Platform App Builder Jan 2022
- ◆ Sharing & Visibility Architect Jan 2022
- ◆ Field Service Consultant Mar 2021
- ◆ Service Cloud Consultant Feb 2021
- ◆ Sales Cloud Consultant Feb 2020
- ◆ Platform Administrator Feb 2020

SKILLS & EXPERTISE

Architecture

Solution · Technical · Integration · Data · Security

Development

Apex · LWC · Flows · Platform Events

Integrations

REST/SOAP · MuleSoft · OAuth · Event-Driven

AI & Automation

Agentforce · RAG · MCP · AI Agent Dev

AI Dev Tools

Claude Code · Cursor

Salesforce Clouds

Sales · Service · Experience · Field Service

Leadership

Technical Lead · Stakeholder Mgmt · Agile

DevOps

Git · CI/CD · Salesforce DX

EDUCATION

M.Tech – Control Systems

Andhra University
2014 – 2016

AWARDS & RECOGNITION

🏆 Best Employee — 2020

Smaartt Digital Consulting

