



# Manikanta Sinisetti

Smaartt Digital Consulting

## CONTACT

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## CERTIFICATIONS (10x)

- ◆ 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

### Salesforce Architecture

- Solution Architecture
- Technical Architecture
- Integration Architecture
- Data Architecture
- Security Architecture

### Salesforce Development

- Apex
- Lightning Web Components
- Flows & Automation
- Platform Events

### Integrations

- REST & SOAP APIs
- OAuth 2.0 / JWT Auth
- Event-Driven Architecture
- MuleSoft

### AI & Automation

- Agentforce
- RAG
- MCP
- AI Agent Development

### AI Dev Tools

- Claude Code
- Cursor

### Salesforce Clouds

- Sales Cloud
- Service Cloud
- Experience Cloud
- Field Service

### Leadership

- Technical Leadership
- Stakeholder Management
- Team Mentoring
- Agile Delivery

### DevOps

- Git
- CI/CD
- Salesforce DX

## PROFESSIONAL SUMMARY

### Salesforce Lead Solution Architect

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

<b>9+</b> Years Salesforce Experience	<b>10x</b> Salesforce Certified	<b>2</b> Companies Infosys · Smaartt	<b>9+</b> Projects UAE · Oman · India
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Salesforce Lead Solution Architect with 9+ years of experience delivering large-scale Government and Enterprise platforms across the UAE, Oman, and India. Architected regulatory, licensing, compliance, customer onboarding, and pricing solutions for organisations including Creative Media Authority (CMA), KHDA, Emirates Post Group, and Masdar City. Specialised in Experience Cloud, enterprise integrations, legacy modernisation, and end-to-end solution delivery from strategy through production support.

## CAREER HIGHLIGHTS

<ul style="list-style-type: none"> <li>★ <b>50+ Business Processes</b> Implemented &amp; Delivered Across Gov't &amp; Enterprise</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>AFX Framework Contributor</b> Reusable Architecture Deployed Across 3+ Client Projects</li> </ul>
<ul style="list-style-type: none"> <li>● <b>Led Teams up to 10</b> End-to-End Architecture to Production Delivery</li> </ul>	<ul style="list-style-type: none"> <li>▲ <b>5+ UAE Gov't Entities</b> CMA · KHDA · EPG Emirates Transport · Masdar</li> </ul>
<ul style="list-style-type: none"> <li>⊕ <b>70+ Services Migrated</b> Modernised Legacy Classic to Lightning Experience</li> </ul>	<ul style="list-style-type: none"> <li>⊞ <b>Enterprise Pricing Engine</b> Multi-Year Profitability Forecasting &amp; Modelling</li> </ul>

## PROFESSIONAL EXPERIENCE

<ul style="list-style-type: none"> <li>📍 <b>Smaartt Digital Consulting</b> · Dubai, UAE</li> <li>▸ <b>Lead Solution Architect &amp; Technical Lead</b> <i>Nov 2022 – Present</i></li> <li>▸ <b>Technical Lead</b> <i>Jan 2022 – Nov 2022</i></li> <li>▸ <b>Senior Salesforce Consultant</b> <i>Sep 2019 – Jan 2022</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Sep 2019 – Present (6+ yrs)</i></li> </ul>
<ul style="list-style-type: none"> <li>📍 <b>Infosys</b> · Hyderabad, India</li> <li>▸ <b>Senior Salesforce Developer</b> <i>Apr 2019 – Sep 2019</i></li> <li>▸ <b>Salesforce Developer</b> <i>Feb 2017 – Apr 2019</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Feb 2017 – Sep 2019 (2 yrs 7 mos)</i></li> </ul>

## KEY PROJECTS

★ **FEATURED PROJECT**

**Creative Media Authority (CMA)** · Abu Dhabi Government

Lead Solution Architect & Technical Lead | Apr 2024 – Present | Team: 10 Members

Focus Areas: Licensing · Compliance · Media Services · Talent Management · Visa Services

*Delivered a Salesforce-based regulatory platform supporting licensing, compliance, media services, talent management, and visa services for the UAE's Creative Media Authority.*

**Key Responsibilities**

- Owned end-to-end solution architecture, delivery, go-live, and post-production enhancements.
- Led business discussions, technical design, estimations, and release planning.
- Managed development team of 10, code reviews, and stakeholder communications at executive level.

**Key Highlights**

- Delivered 50+ digital services across Company, Freelancer, Media, Talent, and Visa domains.

## EDUCATION

### M.Tech – Control Systems

Andhra University  
2014 – 2016

### DOMAIN EXPERIENCE

- ▶ Government & Public Sector
- ▶ Licensing & Regulatory Services
- ▶ Transportation & Fleet Management
- ▶ Pricing & Quotation Management
- ▶ Customer Onboarding & Lifecycle
- ▶ Compliance & Permit Management

### AWARDS & RECOGNITION

 **Best Employee — 2020**  
Smaartt Digital Consulting

- ▶ Implemented Compliance Management, Risk Rating, and World Check screening.
- ▶ Built dual-language (Arabic / English) Experience Cloud portal accessible to all stakeholder types.
- ▶ Designed complex Round-Robin assignment engine supporting 10+ distinct business scenarios.
- ▶ Enabled parent companies to manage multiple subsidiaries via a single portal account.
- ▶ Delivered Media Permits, Incentive, Rebate, and comprehensive Visa management services.

**Key Integrations:** ERP · ADRA · Payment Gateway · SMS · Regula OCR · Nintex DocGen · Circularo eSign · TwoFour54 · MuleSoft  
**Tech Stack:** Salesforce Experience Cloud · Apex · LWC · MuleSoft · REST APIs · Agile

### ★ FEATURED PROJECT

## AFX Framework · Smaartt Digital Consulting | Internal R&D Initiative

**Module Lead & Senior Developer | Ongoing | Team: 8 Members**

**Focus Areas:** Configuration-Driven Architecture · Reusable Framework · Internal R&D

*Created a reusable implementation framework spanning screens, workflows, pricing, and approvals — enabling the same framework to be deployed across multiple client projects with significantly reduced development effort and greater focus on business configuration.*

#### Key Responsibilities

- ▶ Architected and implemented core framework components including the configurable screen engine, approval system, pricing engine, and notification framework.
- ▶ Led requirement discussions, technical design, estimations, and release planning for framework modules.
- ▶ Managed development team activities and code reviews across all framework components.

#### Key Highlights

- ▶ Implemented a JSON-driven dynamic screen engine with conditional field, section, and component rendering — eliminating the need to hard-code UI logic per project.
- ▶ Designed configurable in-app and Experience Portal notifications triggered by approval step progression.
- ▶ Built configurable email notification engine supporting multiple condition-matching rules for internal and customer communications.
- ▶ Delivered configurable approval workflows, round-robin assignment, document upload management, and automated document generation.
- ▶ Implemented a flexible pricing engine enabling business-driven pricing configuration without code changes.
- ▶ Actively deployed across Masdar City Lightning Migration and KHDA — reducing per-project development effort significantly.

**Tech Stack:** LWC · Apex · Salesforce Platform

## KHDA – Knowledge & Human Development Authority · Government of Dubai

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

**Focus Areas:** Education Regulation · Experience Cloud · Bilingual Portal

Delivered a configurable Experience Cloud platform for Dubai's education regulator, enabling digital service delivery for Early Childhood Centers (ECCs), Schools, Universities, and Training Institutes.

#### Key Responsibilities

- ▶ Led requirements analysis, solution design, development, and stakeholder engagement.
- ▶ Owned Experience Cloud implementation across multiple education sectors.
- ▶ Delivered scalable and reusable portal components using a configuration-driven approach.

#### Key Highlights

- ▶ Designed a unified partner portal enabling organizations to manage multiple schools, institutes, and educational entities through a single account.
- ▶ Developed a dynamic request management platform supporting regulatory processes across ECCs, Schools, Universities, and Training Institutes.
- ▶ Implemented a fully bilingual (Arabic & English) Experience Cloud portal using a reusable localization framework.
- ▶ Designed role-based portal access for Partners, Schools, Universities, and Training Institutes.
- ▶ Built intuitive dashboards providing real-time visibility into Open, In Progress, Action Required, and Closed requests.
- ▶ Delivered onboarding services enabling institutions to migrate and manage historical operational data.

**Tech Stack:** Salesforce Experience Cloud · Apex · LWC · Flows

## Masdar City — Lightning Platform Migration · Masdar City, Abu Dhabi

**Solution Architect & Technical Lead | Sep 2022 – Sep 2023 | Team: 6 Members**

**Focus Areas:** Platform Migration · Company Services · Government Services · Leasing

Led the modernisation of Masdar City's customer service platform, migrating a 4-year-old Salesforce Classic and HexaBPM-based solution to Salesforce Lightning Experience and the AFX Framework.

#### Key Responsibilities

- ▶ Led solution architecture, technical design, migration strategy, and delivery execution.
- ▶ Managed stakeholder discussions, requirement analysis, estimations, and release planning.

- ▶ Directed development activities, code reviews, deployment, and production support.

#### Key Highlights

- ▶ Successfully migrated 70+ business services across Company Services, Government Services, and Leasing Services.
- ▶ Re-engineered legacy functionalities into a modern, configurable Lightning platform using reusable AFX components.
- ▶ Executed complex data and document migration from legacy systems to a redesigned Salesforce data model.
- ▶ Enabled business users and customers to resume active operations within 4 days of go-live.
- ▶ Improved maintainability, scalability, and future service onboarding through configuration-driven architecture.
- ▶ Integrated Salesforce with ERP systems for seamless business process execution and data synchronisation.

#### Key Integrations: ERP Systems

**Tech Stack:** Salesforce Lightning Experience · Apex · LWC · Experience Cloud · ERP Integration · AFX Framework

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

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

**Focus Areas:** Postal Licensing · Case Management · Citizen Self-Service

Delivered a Postal Licence Management platform with a citizen-facing Experience Cloud portal, enabling digital licence applications, renewals, amendments, compliance processes, and case management for postal service providers across the UAE.

#### Key Responsibilities

- ▶ Led solution architecture, technical design, Experience Cloud implementation, and enterprise integrations.
- ▶ Collaborated with business stakeholders to define scalable digital service workflows and regulatory processes.
- ▶ Managed development activities, code reviews, testing, deployment, and production support.

#### Key Highlights

- ▶ Delivered a self-service Experience Cloud portal for licence applications, renewals, amendments, status tracking, and customer service requests.
- ▶ Implemented UAE Pass SSO integration, enabling secure identity verification and compliance with UAE digital identity standards.
- ▶ Designed and implemented SLA-driven Case Management with entitlement processes, automated escalations, and service tracking.
- ▶ Architected secure REST-based integrations with Oracle ERP and Government Service Bus (GSB) platforms.
- ▶ Streamlined regulatory service delivery through digitisation of postal licensing and customer interaction processes.

**Key Integrations:** Oracle ERP · UAE Pass SSO · Government Service Bus (GSB)

**Tech Stack:** Salesforce Experience Cloud · Service Cloud · Apex · REST APIs · Oracle Integration

## Emirates Transport (ET) · *Emirates Transport, UAE*

**Salesforce Solution Architect & Technical Lead** | Aug 2020 – Aug 2021 | **Team: Solo Delivery**

**Focus Areas:** Sales Management · Pricing Engine · Revenue Forecasting

Delivered an end-to-end Sales and Pricing Management solution enabling sales teams to generate complex quotations, forecast long-term profitability, and streamline approval-driven deal management for large-scale transportation services.

#### Key Responsibilities

- ▶ Owned the complete project lifecycle: requirement gathering, solution design, development, UAT, deployment, and post-production support.
- ▶ Designed and implemented Sales Cloud processes, pricing models, approval workflows, and dynamic quotation generation.

#### Key Highlights

- ▶ Implemented complete Sales Cloud lifecycle covering Lead, Account, Opportunity, Quotation, Approval, and Deal Closure.
- ▶ Architected a highly configurable pricing engine supporting vehicles, drivers, coordinators, supervisors, nannies, and multiple service combinations.
- ▶ Designed multi-year profitability forecasting models incorporating depreciation, fuel, maintenance, operational, and administrative costs.
- ▶ Enabled XIRR-based financial analysis and revenue forecasting to support management approval and strategic pricing decisions.
- ▶ Developed dynamic quotation generation supporting complex service combinations and multi-year commercial proposals (up to 8-year contracts).
- ▶ Automated approval and revision cycles for pricing validation, commercial reviews, and management approvals.

**Tech Stack:** Sales Cloud · Apex · Lightning Components · Approval Processes · Pricing Engine · Revenue Forecasting

## EARLIER PROJECTS

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

**Salesforce Consultant** | Jan 2020 – Jul 2020 | **Team: Solo Delivery**

**Focus Areas:** Sales Management · Lead-to-Order · CRM

Delivered an end-to-end Sales Management solution, digitising the complete sales lifecycle from lead generation through order creation and customer onboarding. Independently managed all project phases including requirement gathering, BRD preparation, solution design, development, data migration, UAT, and deployment.

- ▶ Implemented complete Lead-to-Order process covering Lead Management, Opportunity, Quotation, Sales Approvals, and Order Creation.

- ▶ Executed data migration from legacy systems ensuring data quality and business continuity.
- ▶ Successfully delivered as a solo consultant, managing business, functional, and technical responsibilities end-to-end.

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

### Masdar City — Pricing Enhancement · Masdar City, Abu Dhabi

**Salesforce Consultant** | Sep 2019 – Dec 2019 | **Team: Solo Delivery**

**Focus Areas:** Pricing Engine · Registration & Renewal

Enhanced Masdar City's company registration and renewal platform by implementing configurable pricing packages within a legacy Salesforce Classic framework. Independently managed all aspects with minimal documentation and no formal knowledge transfer.

- ▶ Designed and implemented configurable pricing packages supporting company registration and renewal processes.
- ▶ Automated pricing calculations based on business activities, leasing options, employee visa allocations, and registration fees.
- ▶ Reverse-engineered and enhanced existing framework components without impacting operational workflows.

**Tech Stack:** Salesforce Classic · Apex · Visualforce · Pricing Engine

## PROFESSIONAL RECOMMENDATIONS — via LinkedIn



*I worked with Mani on a highly complex multi-technology programme utilising multiple integrations into Salesforce for a strategically important client — where Mani made a valued and significant impact. With highly complex and fluid requirements, Mani often worked above and beyond to ensure critical deadlines were observed without sacrificing quality. His dedication was noted by the entire team and wider programme. I have full confidence in his ability and potential to grow professionally and to lead others effectively.*

### Jason M Southwell

Delivery Director, Synchroon · June 2019



*It was great to work with Manikanta on our Salesforce project. He has a lot of knowledge in this field and consistently demonstrated a solid work ethic. He always kept educating us about each task and was available for support at any point of time.*

### Said Al Jahwari

Sales Director (Client) · July 2020



*I came across a real enthusiastic Salesforce talent. Mani expertly filled the role of Salesforce Developer. His ability to handle pressure and deliver things on time was unlike any I've seen before. As a team member, Mani earns my highest recommendation.*

### Harjot Singh

Telecom | CSPO® | PMP® | TOGAF® · May 2019



*Mani worked as a developer on my SFDC component design. He is meticulous and diligent — goes the extra mile to complete tasks on schedule. It's a delight to have him in the team.*

### Shruti Gupta (Goel)

Salesforce / Vlocity Solution Architect · May 2019



*Manikanta is enthusiastic about learning new things and grasps technical concepts really fast. He is always high on energy and self-motivated to complete any task. Looking forward to working with Mani again.*

### Rishi Kapoor

Solution Architect | CRM & ERP · May 2019

