



Badrinath Parameswaran
Digital Transformation Principal -
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- ✓ 25+ years of rich IT experience
- ✓ 6+ years of designing automation solutions for Enterprise transformations
 - ✓ 14+ Delivery Management/Leadership Experience
 - ✓ Vast experience in AD/SI/ASM & Client Relationship
 - ✓ Expertise in Deal Structuring
 - ✓ Working experience in Multiple Technologies
 - ✓ Experienced Automation Consultant and Architect

Credentials

Master Digital Automation Architect
System Integration Solution Architect
Application Outsourcing Solution Architect
Automation Anywhere Master RPA Professional
Automation Anywhere Advanced RPA Professional

Accomplishments

Enabled 350M Business Wins and Renewals

15% Cost Savings through automation Solutions for multiple customers

Influenced speed to market through business process automation

Increased Revenue through data Analytics

Accenture FY22 Inventor Award Program Honoree

Implementation of Sustainability Framework - Green Index for the Asset Engineer Hub Applications

Automation Core Product Automation and Implementation Services for various customers and platforms like SAP/Salesforce/ Workday

Established an upskilling/cross-skilling framework to build digital and transformation capabilities

Executive Summary

An accomplished Senior IT Digital Automation Principal. Proven experience in conceptualizing and operationalizing a large-scale enterprise transformation solution by taking a full view of the existing business, the competition & market, and developing an execution strategy to drive exceptional results with Automation at the core.

Delivery value to various clients as a Product Head for RPA BoT market place with focus on automation for SAP/Salesforce /Cloud Migration

Result oriented senior management professional in delivery leadership with extensive multi-technology experience spanning multi-geographies in diverse domains. Value oriented leader and considered as dependable motivator/mentor

Professional Experience

- ✓ Digital Automation & Advisory – Established various frameworks to understand customers’ current technology status, pain points, and provided digital transformation recommendations & roadmaps through digital advisory services.
- ✓ Consultancy – Involved in strategizing & providing a complete end-end business & technology transformation solutions including automation strategy and roadmap for various customers. Proven Automation Sponsor/Leader for Business Process Automation (hyper Automation) globally for various delivery contracts. Established Key Performance Indicators (KPIs) to measure the success of the Automation.
- ✓ Product Development & Management - Result Oriented Product Development experience to overcome business challenges and delivery mission critical results. Successfully implemented various scalable intelligent automation solutions that provides game-changing results. Managed operational aspects of implemented automation solutions for various customers.
- ✓ Sustainability – Highly Passionate about Sustainability. Created Sustainability awareness & provided advisory services to various customers. Implemented Sustainability Framework to improve the Green Index Quotient of various Applications.
- ✓ Business Development – Expertise in Automation Solutioning, Contract Negotiations, Innovative Commercial Constructs, and Bid Defence Presentations. Worked very closely with Key Decision Makers and Influenced New Wins and Contract Renewals worth around 350M across North America & Europe Regions.
- ✓ Centre of Excellence – Played a pivotal role in Automation CoE. As a Digital Automation Principal, managed various Partnership Alliances and build capabilities and required capacities in various Automation tools & technologies. Accountable for advancing the automation practice to performance across global delivery contracts & large-scale transformation programs to ensure people have the right techno-functional automation skills to stay ahead.
- ✓ Delivery Excellence – Delivered Values beyond contracts through seeding innovative & outcome-based mindset in every team member.

Current Work Experience

Role	Key Responsibilities
<p>Digital Transformation Principal & Global Support Lead</p> <p>Asset Engineering Hub</p> <p>Accenture Solutions Private Ltd September 2013 – Till Date</p>	<p>Sales & Solutions</p> <ul style="list-style-type: none"> • Established a process to align intelligent automation effort to business strategy and ongoing refresh • Embed Automation solutions as part of the Enterprise Digital Transformation • Design automation architectural blueprint & solutions for the client deals by bringing our end-to-end capabilities and accelerators together and be adaptive to Cloud/Platform centric with security at its core • Be part of the client conversation starters to help clients embrace change and create value with automation at its core • Influenced win for around 350 Million worth contracts across NA and Europe for FY22-23 • Strategic Business & Financial Planning for Automation CoE & Global Support • Automation Asset and Product Development responsibilities include • Build and implement assets to perform assessments online for Enterprise transformation to create value with multi- dimension focus (client/Technology/Process & People) • Identify opportunities to develop automation assets and implement for Enterprise Transformation and Cloud Migrations • Build Automation assets using various technologies and AI ML for an End to End Automation implementation • Implement assets to support Business process Automation and technology Automation as part of various delivery • Implement assets for performing Automation Assets and Discovery • Develop and maintain RPA Business Process BoT asset in the marketplace for SAP /Salesforce automation for Business Process Automation cutting across multi-industries and cross functions • Automation Delivery Excellence responsibilities include • Automation Discovery & Advisory • Design and solution of Scalable intelligent automation solutions that deliver game-changing results. • Implementation of Automation Roadmap • Operational management of Automation Solutions • Managing partnership & Sales • Accountable for advancing the automation practice to performance across global delivery contracts • Led large-scale talent development & transformation programs to ensure people have the right techno-functional automation skills to stay ahead <p>Global Support Lead for Asset Engineering Hub</p> <ul style="list-style-type: none"> • Responsible for implementing the global support framework for new platform/application onboarding for support activities. • Implementation of Sustainability Framework and improve the Green index quotient of the Support Applications • Improve the technology quality quotient by reducing the technical debt and improve the efficiency and robustness of the applications • Currently supporting around 5 Platforms (more than 50+ plus applications) with a team of around 260 members <p>Talent Transformation Responsibilities</p> <ul style="list-style-type: none"> • Accountable for the Talent Transformation for automation by building experts to • architect future ready automation solutions which are adaptive to cloud/platform centric with security at its core • Developer pool with various technology expertise for AI/ML, Process Automation and Data Visualization development

Other Information

Platforms:	Role	Responsibilities
<p>SAP/ Salesforce/ Workday/ Oracle</p> <p>Automation Tool: (Automation Anywhere/ Ui Path/ Blueprism/ Appian)</p> <p>Data Visualization Tools: Power BI/ Splunk</p> <p>Technologies Managed: Cloud Technologies, Data Analytics, RPA, & ML/AI MS/.NET Technologies Java/J2EE – Java, JSP, Struts, Websphere MVS – Cobol, JCL, CICS, IMS DB/DC, PL/1, ISPF Panal/Skeleton, CLIST/REXX, ADABAS, NATURAL,DB2</p>	<p>Application Delivery Manager IBM India private limited August 2010 – Sep 2013</p> <p>Solution Architect & Delivery Manager Accenture Solutions India Private Limited Feb 2004 – August 2010</p>	<p>Managed a highly critical, complex and prestigious Account from Financial Services Area for a UK based Client through a highly diversified/matrix team.</p> <p>Key Responsibilities are; End-End Delivery & End Client Management & Transition Management Capability & People Management</p> <p>Performed various delivery manager responsibilities with multiple clients and delivery various solutions to various RFP across clients and industries as a solution architect</p>
<p>Date of Birth:14th July 1973</p> <p>Education :</p> <p>Advance Strategic Management Applied Digital Transformation & Analytics Program IIM Rohtak August 2022 – Jan 2023</p> <p>Bachelors in Physics - University of Madras 1993</p> <p>Location : Chennai</p> <p>Notice Period : 3 months</p>	<p>Developer Citibank NA Singapore Sep 2001 till Dec 2003</p>	<p>Worked as a Senior developer for Citibank Credit Card division for Issuing and Merchant Functionality using <u>Visionplus</u> package in mainframes</p> <p>Apart from the above I have worked for Electronic Data Systems Wipro & Raksha Aditya Computer in India as a developer between 1995 till Sep 2001.</p>