

PRATEEK SINGH

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SUMMARY

Revenue systems architect with 9+ years designing and operating full-stack GTM and service operations infrastructure — Salesforce platform architecture, API integrations, data pipelines, subscription billing, contract lifecycle automation, contact center optimization, and AI-driven workflows. Led platform transformations for Google at Deloitte and built revenue and service operations from the ground up at a high-growth healthcare startup, consistently turning operational complexity into structured systems that produce measurable business outcomes. Deep expertise across Sales Cloud, Service Cloud, Health Cloud, Experience Cloud, and contact center platforms. MS in Software Engineering (GPA 3.8), UC Irvine.

PROFESSIONAL EXPERIENCE

SmithRx — San Francisco, CA

August 2022 – February 2025

Salesforce Administrator

First GTM systems hire at a high-growth PBM startup, reporting to SVP of RevOps. Designed the full revenue and service operations infrastructure from the ground up across Sales, Revenue, Marketing, Account Management, and Service.

- Diagnosed root cause of high service ops cost — a call center workforce constrained by data quality failures and tool fragmentation — and translated a high-level efficiency mandate into a sequenced infrastructure roadmap that reduced cost-per-enrollment and became the operational foundation for the org
- Partnered with SVP to build the RevOps org structure from zero: defined role needs and hired three specialists (junior admin, peer admin, senior BA) — scaling the team from tactical execution to strategic analysis capacity as platform complexity grew
- Built a 600,000-record member data pipeline to validate email quality and expand outreach capacity — improving campaign effectiveness by 30% and increasing drug savings program enrollment by 13%
- Launched a secure self-service portal for broker partners with access to real-time case status and client savings reports — enabling brokers to operate independently and reducing inbound support volume
- Designed a company-wide security and compliance framework with data encryption, full audit trails, and real-time event monitoring — achieving HIPAA certification and passing SOC2 audit across all patient and contract data
- Replaced a manual fax-based prescription authorization process with a direct digital workflow — eliminating submission delays and removing a critical bottleneck for patient support agents
- Unified four separate member communication tools into a single integrated platform — eliminating agent context-switching and increasing daily call productivity by 20%
- Automated the full contract lifecycle from initiation to executed signature — cutting processing time by 60% and freeing the team from manual document coordination
- Rebuilt executive dashboards with optimized data architecture — reducing load times from 12 seconds to under 3 seconds and enabling real-time revenue visibility for leadership

Cadalyx — San Francisco, CA

August 2021 – June 2022

Salesforce Delivery Consultant

Owned end-to-end delivery of IT Service Management implementations on Salesforce for enterprise clients across tech, edtech, and government sectors. Managed full project lifecycle from discovery through deployment.

- Designed contract management and service-level enforcement systems for enterprise clients — automating approval workflows and standardizing service agreements across organizations, reducing contract processing overhead
- Built platform extensions enabling clients to replace manual processes with automated workflows — tailored to each organization's operational requirements and delivered within agreed scope
- Delivered all projects on schedule using Agile sprint methodology with structured stakeholder reviews and release planning

Mirketa Inc — San Ramon, CA

August 2020 – July 2021

Salesforce Consultant

Led enterprise Salesforce implementations across healthcare and edtech sectors. Managed distributed teams of 6 across onshore and offshore locations. Delivered complex integrations, large-scale data migrations, and custom revenue infrastructure.

Contract & Revenue Infrastructure

- Automated subscription billing and revenue recognition for \$2M+ in monthly recurring revenue — connecting billing systems directly to Salesforce and building executive forecasting dashboards to track pipeline performance in real time

- Built a contract automation framework handling 2,000+ monthly agreements — automating generation, approval, and renewal workflows across all client implementations and reducing processing time by 65%

Edtech Platform Transformation

- Migrated a 50,000-student institution from a legacy support platform to a modern service operations system — preserving 99.8% data accuracy and rebuilding the student-facing support interface for high-volume operations
- Redesigned case routing using intelligent skill-based assignment — matching student inquiries to the right agents automatically and reducing support response times by 83%

Healthcare Systems Integration

- Designed Health Cloud integrations with Sunwave and KIPU EMR/EHR systems across three treatment facilities — HIPAA-compliant consent management, automated document routing, role-based security for 200+ healthcare professionals, and custom referral tracking (40% accuracy improvement)

Deloitte Consulting LLP — San Francisco, CA

May 2019 – July 2020

Business Technology Analyst

Led Salesforce Service Cloud transformation for Google (Google Maps support platform migration), embedded within Deloitte's delivery team across discovery, design, and deployment phases.

- Led the migration of 700,000+ support records for Google Maps — restructuring a fragmented legacy system into a streamlined architecture that resolved ongoing security and reliability concerns
- Automated customer data enrichment to ensure 100% database accuracy before go-live — eliminating manual data cleanup and delivering a clean, validated launch with no data loss
- Designed intelligent case routing and priority-based response management across Google's support tiers — ensuring high-value customers received faster, more accurate service based on their contract level

University of California, Irvine — Irvine, CA

September 2017 – March 2019

Teaching Assistant

- Designed course content and led discussions for software engineering and systems design courses — translating complex architectural concepts into clear frameworks for diverse student audiences

TECHNICAL SKILLS

Revenue Operations Stack: Salesforce (Sales Cloud, Service Cloud, Health Cloud, Experience Cloud), Chargebee, DocuSign CLM, Conga, Pardot / Marketing Cloud Account Engagement, Outreach, Clay, ZoomInfo, Cloudingo, ZeroBounce

Contact Center & Service Ops: Talkdesk, Service Cloud Voice, Amazon Connect, Twilio, SMS-Magic

Integration & Development: REST/SOAP APIs, Apex (batch, queueable, callouts), Lightning Web Components, Platform Events, External Services, CoverMyMeds, D&B Optimizer

Revenue Systems: Pipeline management, Subscription billing & revenue recognition, Contract lifecycle management, Forecasting infrastructure, Executive reporting, Data modeling

Compliance & Security: HIPAA, SOC2, Salesforce Shield (Platform Encryption, Field Audit Trail, Event Monitoring)

Delivery: Agile/Scrum, Distributed team leadership, Stakeholder management, Enterprise data migration

EARLIER EXPERIENCE

Infosys (Senior Systems Engineer) & **Accenture** (Application Developer) — India | 2014–2017 — Financial process automation, mainframe batch development, and RPA integrations for US banking operations.

CERTIFICATIONS

Salesforce Certified Administrator

Salesforce Certified Service Cloud Consultant

EDUCATION

University of California, Irvine — MS, Computer Software Engineering 2019 · GPA 3.8/4
Relevant: Machine learning · Software architecture · Information retrieval · Parallel computing

Guru Gobind Singh Indraprastha University, Delhi — B.Tech, Information Technology 2014
Relevant: Database management systems · Algorithm design · Software testing