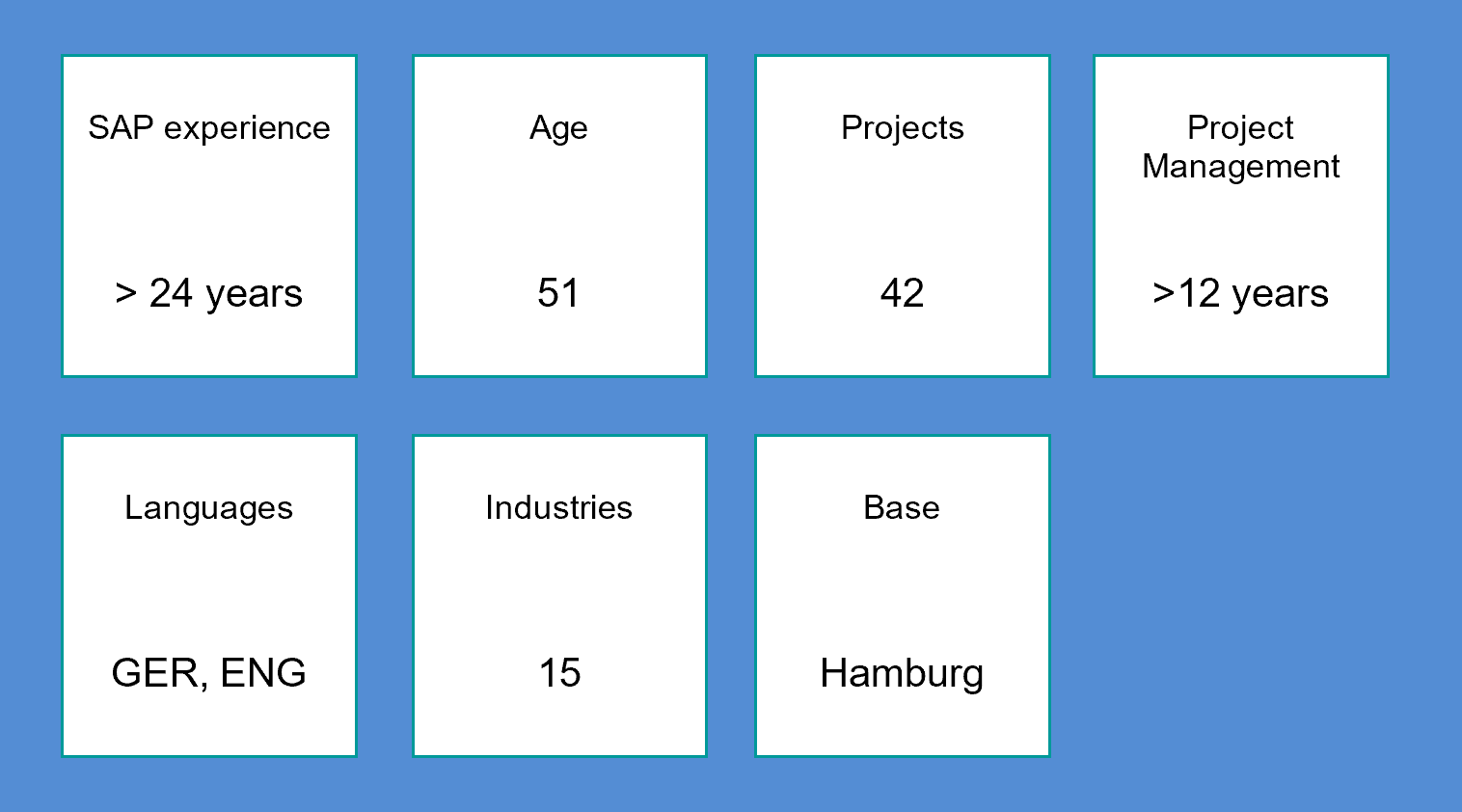
|  |  |
| --- | --- |
| Project Centric -  Curriculum Vitae |  |
| **Cem Borcbakan** |
| Senior SAP Architect & Project Manager / SAFe Scrum Master/ Salesforce Consultant |
|  |



**Qualifications:**

|  |  |
| --- | --- |
| **Agile / Lean:**  Cert. SAFe 5, SE, Agilst Cert. SCRUM – Master SAFe 5 SM  (Atlassian Collaboration Products)  (Jira, Confluence Admin, Bugzilla)  **Industries:**  Sports marketing, Utilities, Transportation, Manufacturing, Consumer Products, Bank, Media, Automotive, Pharmacy, High Tech, Publishing, Consulting, Real Estate, Waste Management, Fair | **High-Level Technical Qualifications:**  Salesforce /Vlocity (Energy Cloud)  Business Warhouse BI TBW10, TBW20 C/4 Hybris Admin (C4C10), C/4 Sales (C4C12), C/4 Marketing (HY730E) CRM 580 WEB UI 7.0  SAP R/3 Overview (SAP 20) SAP Sales Processes (LO150) Sales (LO 605),Delivery (LO610),Invoicing (LO615), Price calculation (LO620) ABAP Workbench: Basics (BC400) Service Management (LO110) CRM overview (CR010) Tools (MS-Project) und MS-Office (Word, Excel, PowerPoint) Mobile Sales (CR200) Mobile Service (CR210) Middleware Administration (CR500) Workbench (CR310) Project system, IS-U Logistics Execution (LO140)  Archive Link, IXOS eContext for SAP certificated |

**Career Overview**

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| --- | --- |
| **Job / Role Title** | Dipl. Ing. Cem Borcbakan  Project Manager/ Architect, SM |
| **Nationality** | German |
| **Educational Qualifications** | * Mechanical engineer Hamburg University of Applied Sciences * SAP consultant at itelligence AG, Hamburg. SAP Consulting SD, CD, CRM * Project Manager and Business Development Responsible for the CRM area at GFT AG, Hamburg. * Freelancing SAP Consultant SAP ERP /CRM ™ /Logistics / BI / Cloud for Customer / Hybris * SAFe Agilist & SCRUM Master |
| **Language Ability** | **English:** Native (native)  **Turkish:**  Fluent (C1)  **German:**  Native (native) **French:**  School (B1/2) |
| **Key Skill Areas** | * Architect for Sales, Service and marketing related SAP S/4, CX and Salesforce topics * Project Management: Agile Coaching, Scrum Master, Project scoping, stakeholder management, project planning, directing and monitoring project work, PMI and SCRUM experienced. * Conception: Modeling of business processes, moderation of workshops, creation of technical concepts and technical concepts, strategic and functional consulting, Architecture design * Implementation: Customizing and coordination of development teams |

# Personal Profile & Statement

The best way the explain myself is by quoting a statement of Antoine de Saint Ex: Perfection is not achieved when there is nothing to add but when nothing can be omitted. And indeed, I think I learned to work agile and to plan accordingly prioritizing the most valuable features and finish tasks fast and precisely like a clock. Correct planning is key for me.

From my personality I am a very emphatic person: Enabling teams and motivating people is my strength.   
I learned to love the agile way of working. It helped gaining project success by giving responsibility to people and motivating them to perform in a team. That’s why I am working as a Scrum Master.   
  
My Interests were always more of a technical kind. I am an Engineer and I always wanted to work for a space company. I ended up as a consultant. However, I still love to work for companies, who deliver high tech and sustainable solutions. So, I have chosen my latest customers by these criteria’s. Serving these sustainable and customer orientated companies gives me joy and meaning behind my work.

# Professional History

Key competencies and achievements:

**Agile Projects 4 (5 years)**

Roles: SAFE Produkt Owner, SCRUM Master , Architect

Kanban, Bugzilla, Atlassian tools: confluence and Jira trained

**Salesforce Energy Cloud 1 Project**

Partner Portal Omniscript. Lead mamangement. Lightening adaption. Quotes and orders. Products and Pricing. Authorizations and Reporting

**SAP C/4 Sales/Service 4 Projects**

HTML5 and FIORI, Setup, Data Load, Business Configuration, Fine Tuning, Adaption, Reporting, Sales Funnel, Sales Planning, Activity, Lead, Opportunity Management, Quote and Contract management, Workflows, Authorizations, Ticketing, Outlook Integration, ERP- Cockpit,Personalization

**Marketing Cloud 3 Pojects**

Data Import , Segmentation, Trigger based Campaigns, Budget Planer, Predictive Analytics, Scoring, Customer Fact Sheet, Coupons and Offers, SAP JAM

**SAP CRM 24 Projects**

Versions CRM 1.0, 2.0, 4.0, 5.0, Web UI 7.04,

Sales/ Marketing CRM with ERP Integration , Web UI Enhancement,

Basics: Business Partner, Org-Modell, Partner Roles, Actions

Sales: Sales & Offer, Leads, Opportunities, Configuration, Pricing , Activities

Marketing: Loyalty, Campaigns, Segment Builder

Service: Service Management, Contracts, Orders, IBASE, Tech. Objects

Trade Promotion Management

Scenarios: Mobile Sales, CRM Online (IC WIN Client, IC Web Client), Internet Sales

External List Management (ELM)

Middleware Administration, ERP Data flow

Data Migtration with LSMW

Authorizations

**SAP BI 4 Projects**

Versions 3.0, 3.5, 7.0

Basis Installation

Manuel Date import

Data extraction from CRM

Data modelling

BeX Query Design

**SAP SD 8 Projects,**

Versions SAP R/3 4.0, 4.5, 4.6c, ECC 6.0, S/4 Hana

Quotation and Order Management, Delivery, Returns, Invoicing

Variant configuration

Consolidating Process, Intercompany

Printing

Integration FI/CO, MM, PP

Price Calculation

**SAP CS 4 Projects**

Versions SAP R/3 4.6c

Service Management, In-house Repair, Maintenance

Complaint management

Resource planning

Integration SD, FI, CO

Dynamic Post Procession

Additional experience

**Additional Know How**

Salesforce

Confluence/JIRA

ABAB Basics, Reports & Debugging

IS-U, 2 Projects Version: 4.6.4

SAP Portals, 1 Project Version 5.0-6.0

Archiving R/3 with IXOS 1 Project

Workflows

Smart Forms

Legacy System Migration Workbench (LSMW)

Cursor EVI 1 Project

Soptim SE 1 Project

# Delivered Projects & Project Roles:

**08/2022 – Ongoing RWE S/4 HANA Implementation**

**project role: Scrum Master SAP HANA Cloud (Germany/Europe) FI/CO Team**

* Solution Manager
* Agile Coaching & Leading Agile Teams Payment Transaction and Tax

Scrum Master for Teams Payment Transaction and Tax in a European S/4 Rollout Project. Conducting Dailies, Sprint Planning and Retrospectives. Coordination of Dependencies between Teams and PO´s. Agile Project Management with Solution Manager. Support for Story definition, prioritisation and estimation.

**05/2021 – 06/2022, AAF Europe (Daikin Group, Jap) SAP S/4HANA Public Cloud Implementation**

**project role: Scrum Master/ Product Owner, Solution Architect SAP HANA Cloud (Germany/Europe)**

* Atlassian Jira / Confluence
* SAP Activate (SAFe)
* Coaching Agile Teams
* Providing of Solutions for the C4C team

Scrum Master for S/4 Hana and Sales Cloud. Supporting AAF with European Rollout of S/4 Hana and C/4 Sales. Delivering Solution Roadmaps for the Templates and Migration strategy. Coordination of Team and Business, supporting the Product Owner to prepare for an agile approach with SAFE 5. Implementing C/4 functionality. Scrum Master and Product Owner for the S/4 Hana Teams: SD, MM, PP and FI/CO. Coaching and enabling the teams to plan PI´s and Sprints. Creating SAP C4C Template for Europe. My responsibility is to manage the rollout by adapting the processes to the markets and ensuring the enablement of the markets to be onboarded on time. I am delivering Architectural solutions for an agile SAFE Project.

**05/2019 – 06/2022, Green Planet Energy Automation of the Sales Process in Cursor EVI and Soptim, Sales Salesforce implementation.**

**project role: SCRUM Master und Product Owner for Utilities/ Salesforce**

The goal of this Project is to build an integrated sales process within the involved the entire systems by enhancing the data structures, building new Web Services and optimizing the sales processes to achieve a much faster maintenance time for creating quotes and contracts in the area of corporate clients with many locations.

For this, a new workflow is being built between the systems to create quotes and contracts and a following sales reporting on top. In this project my role is to consult between business and development and to drive the local development team as well as other software distributers and consultants. For achieving this goal, a deep dive into the utilities Processes was necessary in order to understand the attributes of a complex price calculation. Also, this was my first Project as a scrum master, where I Introduced Agile methods and tools like Bugzilla /Kanban to manage the Project which helped the customer to clearly plan and monitor the progress. One other mayor task is to help the product owner to mature the requirements to enable prioritization and estimation before putting them into the backlog

**03/2021 – 11. 2021, Velux Rollout Lead to Cash Process with C/4/ Hana Sales /Service and Marketing Cloud**

**project role: PM, Solution Architect SAP HANA Cloud**

We are rolling out a SAP C4C Template within Europe. My responsibility is to manage the rollout by adapting the processes to the markets and ensuring the enablement of the markets to be onboarded on time.

**05/2020 – 12/2020, Otto Bihler Implementation Lead to Cash Process with C4C and Marketing Cloud –**

**project role: Solution Architect SAP HANA Cloud**

Design, Implementation of new functionalities and support of daily needs to introduce new functionalities and optimize running processes. Main topics are Sales Cloud Campaigns, Reporting, Dashboards, Sales planning with Opportunities. In this Project I have customized C4C Reporting and Marketing to allow monitoring of opportunities and leads created by the C4C Marketing functionality.

**07/2019 – 05/2020, Lagardère Sports Implementation of the LOQ Process with C4C and Marketing Cloud – project role** **Solution Architect SAP HANA Cloud**

Configuration and design of Sales Funnel Reporting. Lead generation and tracking from Marketing Cloud, newsletter campaigns, scoring. Lead, Opportunity, Quote and Contracts with integration into S/4 HANA. Configuration of Authorizations, territory management and Sales Units. I could benefit here with my combined knowledge of Cloud technology and Reporting Skills doing the 3th implementation of Marketing and Sales Cloud.

**05/2019 – 08/2019, STILL GmbH S/4 Hana implementation preperation**

**project role: Data Architect for Sales, Service und Logistic processes (SD, CS, MM, FI, CRM, CO, HR)**

Preparatory tasks for an upcoming HANA upgrade. Fit to Standard analysis as part of an international S / 4 Hana migration. Mobile systems as well as the ERP backend and CRM are to be replaced by S / 4 HANA and sales force in the future. For this, all master and transactional data were analyzed. In particular, the data flows were documented as part of the processes relating to the service / spare parts business as well as the sale and rental of new vehicles and in the form of flow diagrams. A Documentation Role, which especially needed a deep understanding of integrative processes throughout all modules to solve the task.

**10/2018 – 04/2019 M-** **DSB, Copenhagen SAP Hybris Marketing / CRM Loyalty implementation**

**Project role: Solution Architect, C/4 Hana Solutions / C4C , Hybris Marketing, CRM on premise**

Member of loyalty Scrum Team working with SAFE Methodology. Responsible driver for the Loyalty Solution. Design and decision preparation for the target landscape. Maturing of business requirements into assessable sprint work packages among other things: Loyalty Membership in CRM. Digital membership card, digital Coupon shop and coupon handling. Integration of Website und App. Interfacing additional Cloud Applications for Coupon Shop and coupon validation. Proof of Concept for Coupon/ Offer distributing from Hybris Marketing. Integration of Financial flow with FI S/4 Hana.

**12/2017 – 08/2018, Koelnmesse** **SAP C4C & Hybris Marketing Implementation**

**Project role: Project Manager Sales, C4C/ Hybris Marketing Consultant**

# Responsible PM Sales for the Work Packages: Activity-, Lead - and Opportunity Management, Cross Selling in C4C. Conception and Implementation of the Sales Funnel with Customer Interest involving HCI for Customer attributes. Implementation of automatic Segmentation and Lead Generation in Hybris Marketing. Deriving of Scores with Predictive Analytics. Implementation of Hybris Budget Planning with ERP Integration into Project System. Planning of Work packages and optimizing Project Management with JIRA und Kanban.

**03/2017 – 11/2017, Vorwerk SAP CRM 7.04 Fiori Frontend Rollout, Hybris Marketing**

**Project role: CRM/ BI Architect / CRM Consultant**

Responsible for International Migration Strategy and BI Reporting. Analyze and business blueprinting for CRM Sales Processes around sales and marketing for a rollout template. Defining functional and data migration and rollout strategies for over 40.000 Users. Reporting Concept for Sales controlling on Mobile Device. Particularly the complexity of Applications and the high number of Users to Migrate made this task a challenging one.

**11/2016 – 03/2017, Adidas SAP CRM 7.04 WEB UI und CIC**

**Project role: Project Manager, CRM**

Project Management for Customer Segmentation Database. Steering and Coordination of suppliers. Budget responsibility 250.000 €. Business Requirement analyze and Technical Solution for SAP CRM and BI. Release Management for Retail Process: Complaint/ Retour. Customer Migration from Non SAP Systems into SAP ECC and CRM. High Individualization and a huge number of custom development challenged my architectural skills here.

**06/2016 – 10/2016, Osram SAP CRM 7.04**

**Project role: Technical Consultant CRM**

Setting up Second Level Support in Oversee and Management of Support Team. Deliverables: Customer Handbook and Support Guide for all Scenarios and Developments; Sales and Service processes in a complex CRM Environment including WEB UI, CIC, WEB Shop, Self-Services and ERP integration. Incident Management for Marketing, Opportunity Management, Activity management, Global Shared Services, ERMS for CIC, Middleware and Authorizations

**03/2015 – 06/2016, Eisenmann** **SAP CRM 7.04 implementation**

**Project role: Project Manager CRM**

Ongoing Project Support for Sales Opportunity and Activities Customizing, Debugging and development Support. Modifications on WEB UI. Marketing Module Segmentation and Campaign Customizing for Newsletter. Middleware Administration. ECC Integration to SD and Sales Process. Authorizations customizing. Process Consulting towards the Customer.

**08/2014 – 01/2015, Volkswagen Financial Services –**

**Project role: Functional Consultant, BI, CRM**

Responsible for IT Change Management for all International Markets. Focus on: Retention and Customer loyalty, Campaign Planning, Execution and Reporting. External List Management, TREX High Volume Segmentation and Campaign automation. SAP BI Query design for BI Reporting of Performance KPI´s for Leasing and financing

**11/2013 – 07/2014, Coca Cola** **SAP CRM 7.02/ECC SD, IC Web client Lean Order**

**Project role: Functional Consultant, Support**

Analysis and Debugging of Development Bugs with Web UI Call center. Technical Specification for Changes and Coordination of the Offshore Development Teams. Lead Technical Support Role for the German Callcenter. Technologie: R/3 Integration, Sales, Lean Order, Middleware, Calllists, Workflow und Surveys.

**05/2013 – 11/2013, Danfoss SAP CRM 7.02/ECC Service and Logistic Integration**

**Project role: Application Consultant, Business Architect, Customizer**

Conception/ Design of Service Scenarios like Field Service and In-house Repair integrating a 3-System Landscape with 2 ERP and 1 CRM System. Logistics-, CO-, und Billing integration into ECC. Creation of technical Specifications for development and Customizing. Coordination Offshore Developer Team. International English speaking Project.

**07/2012 – 12/2012** **Stroeer Außenwerbung SAP CRM 7.02/ERP Sales und Service, Logistic Integration**

**Project role:** **Application Consultant, Business Analyst, Customizer**

Functional Conception of functions for Disposition of Media Spaces with CRM Service, Contracts, Service Orders, Service Quotations and billing , IBASE Configuration, Workflow, WEB UI.

**Older Projects**

* Bon Prix SAP CRM 7.02/ ERP Sales, Logistic Integration
* Bosch Siemens Haushaltsgeräte SAP CRM 7.0/ ERP Service Processes
* OTTO Training CR 100 CRM Overview, Customizing
* Pepsico SAP CRM 7.01 Mobile Sales (1 Year)
* MB-Tech (Mercedes Benz Technology) MB-Tech (Mercedes Benz Technology)(1Year) CRM WEB UI
* Volkswagen SAP CRM 4.0, 5.0 Sales and Service, BW 3.5 (3 Years)
* Telekom Immobilien SAP CRM 4.0 Service management
* Unternehmensgruppe Theo Müller SAP CRM 4.0, 5.0 Mobile Sales (1 Year)
* Dura SAP R/3 Archive Link/ IXOS eContext
* Bosch Thermotechnik CRM 3.0 CIC Service Management
* BBRAUN, Mellsungen SAP Portals 5.0, DVS, Product Catalogue, Workflow
* SKP, Hamburg SAP R/3 Pilot project IS-U Waste management Rel.: 4.6.4
* DOC Man Hamburg, SAP R/3 Pilot project IS-U Waste management Rel.: 4.6.4
* Bertelsmann/ Arxes, Aachen, SAP R/3 Internet Sales Project Rel.: CRM 2.0, R/3 4.6c
* Yxlon, Hamburg, Akron/ USA, Yxlon, Hamburg, Akron/ USA SAP SD & PP
* Hauni, Hamburg, CRM 1.0 Prototype Mobile Sales version 1.0
* Schrage, Wilhelmshaven, Application Consultant SD Variant Configuration
* Thyssen Krupp AG / Elevators, Hamburg R/3 Business process analyze and optimization, training
* Basler AG, Ahrensburg, SAP R/3 Project FI/CO/SD/MM/PP/QM/HR Rel.: 4.5 SD Consulting
* Sieb & Meier, Lüneburg, SAP R/3 Project FI/CO/SD/MM/PP Rel.: 4.0 SD Consulting