

Saqib Saadi

CRM Specialist | Software Architect | Solutions Architect | Product Manager

Software Architect and Developer with experience in multiple CRM products including MS Dynamics 365 and Salesforce.com. Experienced in leading cross-functional teams, modernizing legacy systems, and delivering high-impact technical solutions across large organizations.

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PROFESSIONAL EXPERIENCE

Senior Principal Software Engineer Lead

Cubic Transportation Systems | 2012-06 – present

Senior Principal Software Engineer Lead responsible for enterprise CRM architecture, Dynamics CRM modernization, platform migration, integrations, UI modernization, and cross-functional technical leadership.

Projects

CRM Email Connector

Replacement solution for Dynamics CRM Server-Side Sync email processing after Microsoft deprecated Exchange Web Services support for Exchange Online.

- Windows Service
- Processes Exchange emails
- Creates CRM email and case records
- Windows Management Application
- Provides administration and configuration capabilities
- Microsoft Graph API integration
- Dynamics CRM SDK integration
- Windows Service development
- CRM Email-to-Case automation

Dynamics CRM v8 to v9 Upgrade

Enterprise Dynamics CRM upgrade involving compatibility remediation, modernization, migration, UI conversion, and architectural redesign.

- Led the full Dynamics CRM v8 → v9 upgrade initiative, performing end-to-end compatibility remediation, deprecated API replacement, and modernization of plugins, workflows, and UI components, ensuring a seamless transition to the Unified Interface.
- Executed a comprehensive legacy customization audit, identifying and refactoring high-risk components across plugins, JavaScript, workflows, and integrations to meet v9 platform requirements.
- Modernized CRM modules by redesigning entity models, business process flows, and solution architecture to align with v9 best practices and improve long-term maintainability.
- Designed and implemented SSIS + KingswaySoft pipelines to migrate and transform configuration data, enabling a clean and accurate upgrade path from v8 to v9 while supporting new schema requirements.
- Built robust ETL workflows to import new data sets, reconcile legacy inconsistencies, and validate data integrity across environments.
- Converted legacy Angular CRM components into modern Fluent UI React-based PCF controls, improving performance, maintainability, and user experience while aligning with Microsoft's Unified Interface standards.
- Developed reusable PCF component patterns to accelerate future UI modernization efforts across the CRM platform.
- Re-architected legacy WCF services into REST-based ASP.NET Web API endpoints, improving scalability, security, and integration performance while eliminating deprecated dependencies.
- Implemented modern authentication and improved error-handling patterns to support cross-system integrations.
- Managed and led a cross-functional team of developers, QA engineers, and external consultants through the full upgrade and conversion program, ensuring alignment, risk mitigation, and on-time delivery.
- Directed sprint planning, estimation, feature breakdown, and execution oversight, ensuring all upgrade tasks met Definition of Done and passed regression/UAT cycles.
- Coordinated with business stakeholders to validate acceptance criteria, communicate progress, and ensure smooth adoption of the upgraded CRM platform.

Pivotal CRM to Dynamics CRM Conversion

Migration and modernization program converting legacy Pivotal CRM capabilities into a scalable Dynamics CRM platform.

Pivotal Extract Transform Load Service

Windows service responsible for production-critical background processing including notifications, card expiry processing, and order processing.

Senior Programmer Analyst

Ashland Inc. | 2011-08 – 2014-04

Worked on enterprise CRM integration and modernization initiatives following Ashland's acquisition of International Specialty Products. Specialized in Salesforce development, Pivotal CRM support, and cross-platform CRM integration.

Projects

Salesforce–DevEx Integration

Designed Salesforce web service integration to exchange data with the DevEx system through WebMethods.

- Designed Apex web services.
- Integrated Salesforce with DevEx.
- Supported enterprise system interoperability.

Salesforce Technical Service Request Module

Implemented Technical Service Request functionality within Salesforce Case Management.

- Apex development
- Visualforce development
- Unit testing
- Case customization

Salesforce Opportunity Module

Extended Salesforce Opportunity functionality by migrating capabilities from Pivotal CRM.

- Developed Apex classes.
- Created Visualforce pages.
- Updated triggers.
- Wrote unit tests.
- Loaded data using Data Loader.

ISP–Ashland CRM Integration

Evaluated CRM platforms following Ashland's acquisition of International Specialty Products and contributed to the integration strategy between

Pivotal CRM and Salesforce.

- Evaluated Pivotal CRM implementation.
- Compared CRM capabilities with Salesforce.
- Assisted with migration planning.
- Supported the overall CRM integration strategy.

CRM Technical Lead

International Specialty Products | 2006-06 – 2011-08

Led the CRM technical team responsible for enterprise CRM development, modernization, production support, and strategic platform enhancements.

Projects

CRM Infrastructure Virtualization

Migrated CRM infrastructure from dedicated hardware to virtualized environments.

- Environment planning
- Infrastructure migration
- Validation and testing
- Production rollout

Pivotal CRM 5.7 to 5.9 Upgrade

Planned and executed enterprise upgrade of Pivotal CRM from version 5.7 to 5.9.

- Upgrade planning
- Technical review
- Compatibility validation
- Release coordination
- Production rollout

Technical Service Request Integration

Implemented integration between CRM and the DevEx system for Technical Service Request processing.

- Interface design
- Data mapping
- Integration development
- Support and maintenance

CRM Pricing Module

Designed and implemented CRM pricing functionality integrated with enterprise ERP systems.

- Requirements analysis
- Technical design
- CRM customization
- ERP integration
- Production support

Development Process Modernization

Introduced source control standards and development practices to improve quality, collaboration, and release management.

- Team mentoring
- Development standards
- Source control adoption
- Release process improvement

Customer Complaints Management

Designed and implemented customer complaint management processes and integration with the TrackWise quality management system.

- CRM customization
- System integration
- Requirements gathering
- Production support

Programmer Analyst

CDC Software | 2003-11 – 2006-05

Held multiple consulting and internal development roles delivering enterprise CRM implementations, customizations, and upgrades for Pivotal CRM customers.

Projects

Internal Pivotal CRM Enhancement

Enhanced the company's internal Pivotal CRM implementation and developed supporting applications.

- Internal CRM enhancements
- Custom application development
- Production support

Pivotal Wireless Deployment

Customized and deployed the Pivotal Wireless solution for enterprise use.

- Product customization
- Deployment
- Configuration

- Customer support

Pivotal CRM Professional Services

Delivered enterprise Pivotal CRM implementations, customizations, upgrades, and consulting services for multiple clients.

- Customer requirements gathering
- Technical design
- Data model customization
- CRM implementation
- Client upgrades
- Production support

eService and ePartner Customization

Customized and deployed the Pivotal eService and ePartner solutions.

- Product customization
- Deployment
- Customer implementation

Product Validation and Release Testing

Installed, tested, and validated pre-release versions of the Pivotal CRM platform while supporting engineering and customer support teams.

- Software validation
- Release testing
- Customer support
- Defect verification

eService Customization

CRM customization project focused on extending enterprise customer service capabilities through application configuration and custom development.

- CRM customization
- Business process configuration
- Application development
- Enterprise CRM solutions

ePartner Customization

CRM customization initiative focused on extending partner management capabilities through configuration and custom development.

- CRM customization
- Business application development
- Enterprise CRM solutions

Software Developer

TenDigits Software | 2002-05 – 2003-11

Designed and developed CRM solutions for multiple clients while creating custom Pivotal CRM products and Salesforce migration solutions.

Projects

ActiveMail

Enterprise email-related software solution developed as part of TenDigits Software product and application development activities.

- Developed application functionality
- Implemented software components
- Supported product enhancements

Cyclone Automation

Business process automation solution focused on improving operational workflows through software-based automation.

- Developed automation functionality
- Implemented business workflows
- Supported application enhancements

ProClarity CRM

CRM solution involving customer relationship management functionality, customization, and enterprise application development.

- Developed CRM functionality
- Customized business processes
- Worked with CRM data models
- Supported enterprise application delivery

NCRC Service Request

Service request management application supporting business workflows, request tracking, and operational processes.

- Developed application features
- Implemented business requirements
- Supported workflow-related functionality

Call Fusion Salesforce Migration

Salesforce migration project involving CRM functionality, platform customization, and business process implementation.

- Worked with Salesforce CRM functionality
- Supported CRM migration activities
- Assisted with platform customization

- Applied CRM development experience

EDUCATION

Master of Science in Computer Science — University of Illinois, Springfield, IL

Bachelor of Science in Computer Information Systems — National American University, Roseville, MN

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Certified Force.com Developer — Salesforce

MCSA: Web Applications — Microsoft, 2018

Microsoft Certified: Azure Fundamentals — Microsoft

MCSD: App Builder — Microsoft, 2018

MCSE: Business Applications — Microsoft, 2019

SKILLS

Dynamics Email-to-Case

Power Apps Component Framework Development Technical Leadership

Angular Data Mapping Integration Design CRM Solution Architecture

React C# CRM Migration Salesforce Development

Requirements Analysis System Design CRM Upgrade

Platform Modernization CRM Customization Agile Delivery

Source Control CRM Development Software Architecture

Full Stack Development

TECHNOLOGIES

Dynamics CRM SDK Pivotal CRM Microsoft Dynamics 365

Microsoft Graph Salesforce Triggers Apex webMethods

Salesforce Data Loader Salesforce Visualforce DevEx

Team Foundation Server TrackWise

Enterprise Resource Planning (ERP) Virtual Machines eService
ASP.NET Pivotal Wireless ePartner