

SUNIL SAMANTRAY

CRM Solution Architect | Power Apps, Power Automate & Dynamics 365 CE Development

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PROFESSIONAL SUMMARY

Dynamics 365 architect and developer with 15+ years of total IT experience, including 11+ years specialized in Microsoft Dynamics 365 CRM and the Power Platform. Builds and integrates Power Apps, Power Automate flows, plugins, and CRM SDK-based custom web resources, backed by hands-on C#/.NET development. Designs CRM and Power Platform solutions that hold up in production — plugin architecture, Dataverse security models, and integration patterns across Sales and Service. Currently leads CRM delivery for a 6-8 team organization at WNS while piloting Copilot Studio and agentic automation patterns to extend existing RPA work toward AI-assisted workflows. Combines hands-on functional (PL-200) and developer (PL-400) certification depth with architecture ownership, release governance, and cross-functional delivery leadership.

CORE SKILLS

CRM & Power Platform: Dynamics 365 CE, Dataverse, Power Apps (Canvas Apps, Model-Driven Apps), Power Apps Component Framework (PCF) Controls, Power Apps Vibe, Power Automate, Power Automate Desktop (RPA), Plugins, Business Rules, Workflows, Solution Architecture

AI & Automation: Copilot Studio (pilot-stage), Agentic Automation Patterns (pilot-stage), UI Automation, RPA Design

Development: C#, .NET, JavaScript, HTML, SQL, SSIS, KingswaySoft, XRM Tools, Dynamics CRM SDK, Custom Web Resources

Azure & DevOps: Azure DevOps, CI/CD, Release Management, ALM, Environment Governance

Delivery & Leadership: Agile, Scrum, Sprint Planning, SLA/OLA Governance, Incident/Problem/Change Management, RCA, Team Leadership, Coaching, Stakeholder Management

Support & Collaboration Tools: ServiceNow, Jira, Zendesk, Fresh Service

PROFESSIONAL EXPERIENCE

Group Manager (Solution Architect) | WNS Global Services, Thane, Maharashtra, India

August 2024 – Present

- Own end-to-end architecture for Dynamics 365 CE delivery, including Dataverse extensions, plugin design, JavaScript UX, and Power Automate/Logic Apps integrations; built the cutover runbook that took multiple data migration waves live with zero rollback.
- Built Canvas Apps with custom PCF Controls to extend Dataverse forms with tailored UI/UX beyond standard components; on the most recent project, ran a POC on Power Apps Vibe (AI-assisted, natural-language app generation) to accelerate low-code app scaffolding within the Power Platform delivery stack.
- Designed and deployed attended and unattended RPA flows in Power Automate Desktop to automate high-volume, rules-based work across legacy systems and Excel, materially cutting processing time and error rates.
- Piloting Copilot Studio and agentic automation patterns as the next step beyond RPA, evaluating where AI-assisted orchestration fits into existing Power Platform workflows.
- Rebuilt the release process around CI/CD gates and branching discipline in Azure DevOps, improving sprint predictability and release lead time across 6-8 concurrent Scrum teams.

- Own SLA/OLA design and root cause analysis (RCA) process for the account, running incident and change management through a structured governance framework.
- Manage career growth for the team directly through competency mapping, coaching, and performance reviews; several direct reports have been promoted under this structure.

Senior Technical Consultant | Duncan & Ross Management Consultancies, Abu Dhabi, UAE

September 2023 – August 2024

- Rebuilt underperforming client Dynamics 365 configurations by diagnosing root architecture issues rather than patching symptoms, improving client-reported satisfaction and system efficiency.
- Ran troubleshooting through Azure DevOps as the system of record, cutting resolution time on recurring issues through improved team visibility.
- Championed knowledge sharing and continuous improvement by running workshops and creating instructional materials, streamlining project workflows and reducing turnaround times.
- Part of a project applying Copilot Studio and agentic concepts to test AI-assisted resolution with Power Automate as backend logic on recurring client tickets (early-stage exploration).
- Served as primary technical point of contact for clients throughout the engagement, sustaining strong relationships through delivery challenges.

Senior Technical Consultant | Brennan IT, Navi Mumbai, India

August 2022 – August 2023

- Assessed business requirements and led targeted Dynamics CRM upgrades and security hardening that strengthened client environments and reduced system risk.
- Resolved CRM incidents and performed root cause analysis across Zendesk, Azure DevOps, ServiceNow, and Jira Service Management, sustaining minimal downtime and high reliability.
- Researched, evaluated, and integrated emerging technologies to optimize existing CRM solutions and improve operational performance across key business functions.
- Educated stakeholders on cybersecurity and data protection best practices, reducing organizational exposure to data breach risk.

Senior Consultant / Tech Lead | Atos Syntel Pvt. Ltd., Navi Mumbai, India

January 2021 – August 2022

- Administered and optimized Microsoft Dynamics 365 CRM environments, ensuring peak performance and reliability aligned with evolving business needs. Played a key role in the majority of solution deployments, performing comprehensive sanity checks using Solution Checker and enforcing disciplined solution versioning for patches and clones to support Power Platform ALM.
- Designed server- and client-side extensions integrating Sales and Service modules with third-party and Oracle-based systems via Power Automate.
- Orchestrated near real-time synchronization of CRM master tables to NAV using Dual Core integration.
- Led end-to-end data migration from legacy systems to Dynamics 365 using KingswaySoft and custom console applications, ensuring accuracy and minimal business disruption.

Project Lead | C Centric Solution Pvt. Ltd. (a subsidiary of EY), Mumbai, India

October 2018 – January 2021

- Led end-to-end delivery of Dynamics CRM 9.1 initiatives, including integration with an indigenous mobile application and deployment of Sales and Service modules for asset management clients.
- Managed cross-functional stakeholder communication, cost estimates, and resource allocation while mentoring junior team members.

- Developed Azure Functions with Timer Trigger to automate ingestion of daily CSV portfolio files from RTAs (CAMS, KFin), perform data validation and transformation, and load customer mutual fund holdings into Microsoft Dynamics CRM as a custom entity.
- Configured Power Automate cloud flows to generate and email well-formatted Excel summary reports to system users, enabling daily portfolio reconciliation and auditability.
- Coordinated data migration and third-party API integration efforts across vendors, and ran Knowledge Sharing Sessions (KSS) on Dynamics 365 topics for Associate Software Engineers and new joiners.

Business & Integration Architecture Specialist | Accenture Solutions Pvt. Ltd., Vikhroli, Mumbai, India

March 2018 – September 2018

- Served as Business & Integration Architecture Specialist for Microsoft Dynamics CRM projects, working onshore with solution architects, project managers, and clients to align delivery with business requirements.
- Led a Salesforce-to-Dynamics 365 migration as Deployment Lead, using the XRM-CI Framework and Azure DevOps to automate deployment across environments and replicate Salesforce components in Dynamics 365.
- Automated Dynamics 365 CRM CI/CD deployment pipelines in Azure DevOps and standardized Visual Studio solution structure across the team.
- Ran Knowledge Sharing Sessions (KSS) on Dynamics 365 topics for Associate Software Engineers and new joiners.

CRM Technical Lead | KalpaVruksh Technologies Danmark A/S (Kalpavruksh Systems Ltd.), Navi Mumbai, India

December 2014 – January 2018

- Led technical delivery of Microsoft Dynamics CRM implementations (MSCRM 2011/2013/2015/2016) as Technical Leader for an offshore team supporting client engagements, coordinating with onshore developers, solution architects, and end clients.
- Built and customized Dynamics CRM plugins and form-level JavaScript customizations, including an automated plugin (C#, SSRS, MS CRM 2011 SDK) that emailed a monthly workstation summary report to stakeholders.
- Developed custom web resources and standalone web applications on the Dynamics CRM SDK, including a jQuery-based Space Management System (ASP.NET, JSON, HTML5) for workstation allocation and reporting, and a Single-page application (HTML5, Bootstrap, jQuery, C#) with offline sync back to CRM.
- Supported a Global Corporate insurance client in CRM transition, integrating MSCRM 2013 with third-party systems (Microsoft NAV, ODIN, Boomi) and providing 24/7 on-call support across Denmark, Poland, and Sweden.
- Delivered plugin and JavaScript form customizations for a leading Publication in Denmark under an Annual Maintenance Framework, including third-party integrations such as Google Calendar sync and the Agresso financial system via Azure web services.

Software Developer | Matrix3D Infocom Pvt. Ltd., Mumbai, India

January 2012 – June 2013

- Designed and developed business applications end-to-end — requirements analysis, database design, coding, testing, deployment, training, and client support — across multiple client domains.
- Built an ERP solution (C#, ASP.NET, AJAX, JavaScript, SQL Server 2008, Crystal Reports) for invoicing, sales/purchase tracking, receipts and payments, stock control, and accounting ledgers.

- Developed Transport Management, Healthcare Management, and Trading Inventory applications (C#, ASP.NET, AJAX, JavaScript, SQL Server 2005, SSRS) covering consignment tracking, doctor/employee records, and sales, purchase, and stock management.
- Built a Human Resource Management (Payroll with Finance) system in VB 6.0 and SQL Server 2000 with Crystal Reports, covering salary, leave, attendance, loans, and statutory reports.
- Provided first- and second-level client support and on-site implementation/training, and ran regression testing after every bug fix to maintain QA standards.

EDUCATION

Master of International Business, Information Technology — Ural Federal University, Russia (2017 – 2019)

Bachelor of Computer Applications, Information Technology (.NET) — Tilak Maharashtra University, Pune (2008 – 2011)

High School Diploma — Vikas Night College, Mumbai (2007 – 2008)

CERTIFICATIONS

PL-400 – Microsoft Certified: Power Platform Developer Associate (2023)

PL-200 – Microsoft Certified: Power Platform Functional Consultant Associate (2022)

MB2-716 – Microsoft Certified Professional (2018)

MB2-712 – Microsoft Specialist: Dynamics CRM 2016 Customization and Configuration (2017)

LANGUAGES

English, Hindi, Marathi, Oriya