

Sreejith Balachandran

Solutions Architect / Technical Delivery Manager

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PROFESSIONAL SUMMARY

Solutions Architect and Technical Delivery Manager with 11+ years across 30+ enterprise CRM and integration projects for Fortune 500 clients including Daimler, BMW, and Saint-Gobain. Translate business requirements into scalable architecture, lead cross-functional delivery teams, and drive stakeholder alignment across English- and German-speaking clients. I use AI-augmented delivery tools and agentic workflows to accelerate project delivery.

INDUSTRY EXPERIENCE

Solutions Architect / Delivery Manager | *Synergy Consultants CRM + Prozesse GmbH* | **2023 – Present**

- Designed scalable CRM solution architectures and led their execution alongside the delivery time.
- Led CRM solution architecture and system integrations connecting CRM platforms with enterprise systems such as ERP and middleware.
- Managed international client communication and project delivery in German and English across global enterprise environments.
- **Key clients:** Daimler Buses, AZ Network

Solutions Architect | *Bar-Ilan University* | **2024 – 2026**

- Designed and built a HubSpot CMS/CRM-based onboarding solution for NIH R01 funded research project in Philadelphia namely “UnityPhilly”
- Integrated HubSpot with external systems to support participant data synchronization and automated task/appointment management.
- Collaborated with cross-functional teams to refine onboarding user experiencing

Solutions Architect / Technical Delivery Manager | *Aurea Inc.* | **2016 – 2023**

- Led end-to-end delivery of enterprise solutions (Aurea CRM / Jive), from requirements gathering and technical specifications (German & English) to roadmap planning and quarterly execution.
- Managed and mentored development teams across various timezones
- Partnered with customers and internal product/engineering teams to close solution gaps and improve product capabilities.
- **Key clients:** Daimler Supplier Portal, Evobus (Daimler), BMW Intranet Portal, Saint-Gobain

Technical Consultant | *Aurea Inc.* | **2014 – 2016**

- Delivered Aurea CRM solutions across Sales, Marketing, and After Sales processes for enterprise clients.
- Implemented CRM product suite (Web, Mobile, iOS) via entity configuration, automation workflows, dialog-based processes, data transformation, and client-side scripting.
- Built product integrations with SAP using API interfaces (XML) and flat-file exchanges.
- Led infrastructure audits, product upgrades, and data migration projects.

Work Student | *Telefónica Germany GmbH & Co.* | **2011 – 2013**

- Assisted OSS designers; planned, set up, documented, and operated fixed networks using NETSite.
- Developed and maintained web applications for request administration; administered access rights and authored application manuals.

EDUCATION

PhD, Information Systems - Bar-Ilan University, Graduate School of Business Administration (Expected 2027); President's Scholarship recipient (\$110,000)

International MBA - Bar-Ilan University, Graduate School of Business Administration (2022)

MS, Information and Communication Systems - Hamburg University of Technology (2014)

RESEARCH EXPERIENCE

PhD Researcher, Information Systems | Bar-Ilan University, Graduate School of Business Administration | 2022 – 2027

Supervisor: Prof. David Schwartz

- Doctoral research on how national culture shapes volunteer engagement in smartphone-dispatched community first responder (CFR) systems for out-of-hospital cardiac arrest across a four-paper dissertation.
- Conducted a PRISMA-ScR scoping review of 23 empirical CFR studies, extracting 175 challenge manifestations across 20 decision points and five response stages as the empirical foundation for the dissertation.
- Designed a five-country (Sweden, Belgium, Austria, Germany, Netherlands) vignette survey instrument testing 11 theoretical propositions linking Hofstede's cultural dimensions to volunteer decision-making across Prolific and real CFR-system partners (Lebensretter, EVapp).
- Building an agent-based simulation of culturally parameterised volunteer populations to model compositional filtering effects across a CFR response.

Research Assistant | Hamburg University of Technology, Germany | Testbed for OpenFlow Networks | 2022

PUBLICATIONS

Balachandran, S., Schwartz, D. "**From Alert to Rescue: How National Culture Shapes Community First Responder Engagement.**" Accepted, ICIS 2026, Healthcare and Wellbeing track. Presenting in Lisbon, December 2026.

Balachandran, S., Schwartz, D., & Bellou, S. "**Between the Alert and the Rescue: A Scoping Review of Challenges Faced by Community First Responders.**" Under Stagereview, BMC Health Services Research.

Design science paper on a privacy-preserving participant onboarding architecture for a NIH-funded (R01DA055851) community emergency response program, in preparation for Business & Information Systems Engineering.

SKILLS

AI-Augmented Delivery: Cursor AI (codebase analysis, debugging, feature development, agentic workflows), MCP integrations across Linear (ticketing); Claude Code for personal tooling and automation (see appendix)

CRM Platforms: Aurea CRM & HubSpot - Solution Architecture, Customization & Configuration, Workflow Automation, API & System Integrations, Migrations & Upgrades

Programming: JavaScript (client-side scripting), Python (integration), XML/XSLT, HubL, Json

Data & Analytics: Power BI (dashboards & reporting), SQL, Excel (data analysis), Python (pandas)

Research Methods: Theory development & propositional reasoning, thematic analysis, systematic scoping review (PRISMA-ScR), cross-cultural survey design, agent-based modeling (Python, Mesa), design science research

Integration Tools & Formats: GitHub, Zapier, Twilio Integration

Delivery: Resource Management, Project Management, Delivery Management

Productivity & AI Tools: Claude, ChatGPT, Google Workspace, Office 365, Jira, Smartsheet, JotForm, Notion

Languages: English (Professional), German (Conversational), Hindi (Conversational), Hebrew (Elementary), Malayalam (Native), Tamil (Native)

CERTIFICATIONS

President's Scholarship for PhD – Bar-Ilan University (\$110,000)

Certificate of Excellence for Outstanding Academic Performance, MBA - Bar-Ilan University

Excel Fundamentals for Data Analysis - Coursera

Aurea CRM Basic and Advanced Certification - Aurea Software

Microsoft Certified Professional - Microsoft

Appendix: AI-Augmented Delivery

CURSOR AI: Codebase Analysis, Feature Development and MCP-Driven Delivery

Cursor AI is the tool my team and I use to improve and automate delivery on client projects, covering both root cause analysis in existing customisations and new feature development. The MCP integration layer connects the agent directly to the work systems. The table below shows what this looks like in practice:

Task	Without AI assistance	With Cursor AI + MCP
Codebase analysis	Read through files manually, trace call chains, piece together logic that is rarely documented	Agent maps the codebase, finds the relevant files and explains how they connect
Root cause analysis	Manually dig through code, logs, and the ticket separately to find what broke and why	Agent brings code, logs, and the Linear ticket together and pinpoints the issue
Feature development	Write the approach, implement, then check it fits the existing codebase and specs	Agent drafts the implementation against the existing codebase and ticket scope from the start
Technical spec and architecture	Write specs from scratch, switching between code, requirements, and documentation	Agent generates specs and architecture docs directly from the codebase and requirements
Ticket creation from customer input	Read through meeting notes or emails, extract requirements, and create tickets by hand	Agent reads the conversation and creates structured Linear tickets

PERSONAL PROJECTS: Claude Code and Applied Automation

Outside of client work, I use Claude Code to build tools and automations that save time across my PhD research, learning, and day-to-day coordination. A few examples:

- **Multi-calendar and reminder system:** consolidates tasks and reminders across calendars. *Claude Code, Node.js, deployed on a personal VPS.*
- **Community monitoring system:** monitors public online mentions across forums and sends alerts to support a non-profit's outreach. *Claude Code, Python, Reddit API, Google Alerts, Playwright.*
- **Language-learning app:** structured around spaced repetition and active recall for vocabulary retention. *Claude Code, React, Claude API.*
- **PhD research tooling:** automations for literature tracking, note organisation, and research workflow. *Claude Code, Consensus AI, Python.*

Model selection. Working across these projects, I have a good sense of which model fits which task, and apply that to keep costs and output quality balanced across both personal and client work.