SALMAN ASHRAFI

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PROFESSIONAL SUMMARY

Technical support leader with 20+ years of enterprise technology experience and 9+ years leading global support teams and 24×7 operations. Experienced in building and developing distributed teams, managing complex customer and executive escalations, strengthening support processes, and driving root cause analysis with Engineering. Brings a customer-focused approach to support delivery, operational performance, service-level management, and cross-functional problem resolution. Uses AI-assisted tools to improve support workflows and incident-management processes.

CORE COMPETENCIES

- Product & Technical Support Leadership
- 24×7 Support Operations & Regional Handoffs
- Customer & Executive Escalations
- Root Cause Analysis & Engineering Collaboration
- Customer Experience & Stakeholder Management
- AI-Assisted Process Improvement
- Global Team Building & Development
- Incident, Problem & Escalation Management
- KPI, SLA & Service Delivery Management
- Support Process & Workflow Improvement
- Knowledge Management & Documentation
- Cloud Infrastructure & Enterprise Networking

PROFESSIONAL EXPERIENCE

Senior Manager, Technical Support | Data Direct Networks (DDN) | Sep 2022–Present

- Lead and develop technical support teams through hiring, training, coaching, and professional development, with a focus on consistent customer support.
- Oversee 24×7 distributed support operations, critical escalations, cross-region coverage, and handoffs to maintain service continuity.
- Serve as a key liaison across Support, Field, Sales, and Service organizations; directly engage with customers on high-impact cases.
- Use AI-assisted tools to design and implement process and system improvements for support workflows, incident management, and operational efficiency.
- Drive root cause analysis of recurring and severe technical issues in partnership with Engineering, contributing to product improvements.

Technical Support Manager | Citrix R&D India | Dec 2020–Aug 2022

- Managed frontline technical support teams and customer escalations, coordinating with Account Managers, Partners, and Escalation Leads to progress resolution.
- Supported engineer development through performance feedback, coaching, and guidance to strengthen customer service and problem-solving capabilities.

Senior Manager, Network Support | Oracle India | Jun 2017–Dec 2020

- Built and led a distributed support team across India and China, scaling the organization from 3 to 21 engineers through hiring, onboarding, training, and development.
- Managed support KPIs, SLAs, team performance, and critical customer escalations while partnering across functions to drive timely resolution and service delivery.
- Supported customer transitions from on-premises environments to Oracle Cloud Infrastructure, with a focus on networking and connectivity.

Escalation Manager | Oracle India | Feb 2014–May 2017

- Managed executive-level customer escalations by coordinating Customer Account Teams, Technical Support, and Sustaining Engineering around ownership, resolution plans, and communication.
- Led escalation reviews and root cause analysis for severe and recurring technical issues, partnering with stakeholders to improve customer outcomes.

Senior Technical Support Engineer | Oracle India | Mar 2011–Jan 2014

- Resolved global customer network issues through technical troubleshooting, root cause analysis, escalation handling, and knowledge documentation.

Software Engineer | Accenture | Jul 2009–Mar 2011

- Remotely monitored and maintained banking servers, coordinating with onsite teams to resolve incidents and meet service-level commitments.

Software Engineer | Tech Mahindra (formerly Satyam) | Sep 2006–Jun 2009

- Worked onsite in Nigeria supporting Zain Telecommunications; installed, configured, managed, and monitored the NetBoss telecom network management tool.

TECHNICAL SKILLS & TOOLS

- Platforms & Domains: Oracle Cloud Infrastructure (OCI), enterprise infrastructure, networking, telecom network management
- Support & Operations: Incident and problem management, escalation management, RCA, service delivery, knowledge documentation
- Tools: Salesforce, JIRA
- Foundational Exposure: APIs, Docker, Kubernetes

EDUCATION & PROFESSIONAL DEVELOPMENT

- MBA, Product Leadership — Institute of Product Leadership (Pursuing)
- Senior Management Program — Indian Institute of Management Kozhikode
- Post Graduate Diploma in IT — Symbiosis University
- BE, Electronics & Communication — Visvesvaraya Technological University (First Class)