

RAJU MUNTA

[LinkedIn](#)

[ServiceNow Credentials](#)

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Career Overview

Strategic ServiceNow Solutions Architect and ITSM Consultant specializing in CMDB and ITSM architecture aligned with CSDM standards, with deep expertise in Discovery, Service Mapping and ITOM. Recognized for leading the design of a generative-AI incident triage agent that reduced ticket handling time and for establishing a global SACM governance roadmap that improved CMDB accuracy. Experienced in designing scalable, sustainable Enterprise Service Management capabilities spanning the full breadth of the ServiceNow platform. Drove best-practice architectural/process transformations, improvements aligned with ITIL v4 and CSDM 4.0 standards.

Specialized in:

- Enterprise ServiceNow capabilities [ITSM, ITOM, CMDB, CSDM, ITAM (HAM/SAM Pro), CSM]
- Architectural Review Board governance, large-scale migrations (HP Service Manager→ ServiceNow)
- CMDB governance, IRE strategy, Discovery & Service Mapping, Workflow Automation
- Enterprise Architecture, Solution Architecture, Integration, Major Incident & Resilience architecture
- Regulatory & audit-aligned service management (SOX, FDA, GxP, GDPR)
- Standardize on OOTB ESM modules (IT, HR, Finance) to enable immediate adoption of **Now Assist** features and external LLM integrations (Gemini, OpenAI etc.)

Trusted advisor to Fortune 500 organizations in healthcare, pharma, insurance, and financial services, delivering platform modernization, divestitures and Enterprise Service Management transformation programs.

CERTIFICATIONS

- ServiceNow Certified System Administrator- CSA
- ServiceNow Certified Application Developer- CAD
- Certified Implementation Specialist – IT Service Management
- Certified Implementation Specialist - Data Foundations (CMDB and CSDM)
- Certified Implementation Specialist – Discovery
- Certified Implementation Specialist – Service Mapping
- Certified Implementation Specialist – Hardware Asset Management
- Certified Implementation Specialist – Software Asset Management
- Certified Implementation Specialist – Platform Analytics
- Certified Implementation Specialist – Vulnerability Response
- Certified Implementation Specialist – Customer Service Management
- Certified Implementation Specialist – Human Resources
- Suite Certification - Data Foundations (CMDB and CSDM) Professional
- Suite Certification - Now Assist for IT Service Management (ITSM) Pro Plus Suite
- Suite Certification - Now Assist for Customer Service Management (CSM) Pro Plus Suite
- Suite Certification - Now Assist for HR Service Delivery Pro Plus
- Suite Certification - Healthcare and Life Sciences Management Professional
- Suite Certification - FSO Banking and Wealth Management Professional

- Suite Certification – Order Management - Telecom, Media, Technology, Professional
- Suite Certification – Telecommunication and Media Service Management
- Suite Certification - HAM with Telecommunications Network Inventory Professional
- Suite Certification - FSO Insurance Professional
- Suite Certification - Workflow Data Fabric
- Suite Certification - Sourcing and Procurement Operations
- Suite Certification - Supplier Lifecycle Operations
- Suite Certification - Workplace Service Delivery
- [Project Management Professional \(PMP\)](#) (Jun 2025)
- [AWS Certified Solutions Architect](#), [AWS Certified AI Practitioner](#) and [AWS certified Cloud Practitioner](#)
- [DevOps Professional](#), [PagerDuty Incident Responder](#), [Customer Service Operations](#), [API Administrator](#)
- Certified in **ISC2 CC** Cybersecurity International Information System Security Consortium (Feb 2024)
- **ITIL® Intermediate** Certification in Release Control and Validation (PeopleCert - Sep 2013)
- **ITIL® Intermediate** Certification in Service Offerings and Agreements (PeopleCert - Sep 2013)
- **ITIL® Foundation** Certification from CSME (Mar 2012)
- Certified Scrum Master from Scrum Alliance - **CSM** (Aug 2017)
- Certified Scrum Product Owner from Scrum Alliance - **CSPO** (Feb 2024)
- Domain – AHIP –Fundamentals of Healthcare, Part A and Life Sciences Pharmaceutical/Medical Domain certifications (Level 100, 200 and 300) [Mar 2008 – Mar 2012]

CORE ARCHITECTURE EXPERTISE

- ServiceNow Enterprise Architecture (Vancouver / Washington / Yokohama)
- ITSM Process Architecture (Incident, Problem, Change, Release, Knowledge), Process Improvement
- CMDB Strategy & Governance (CSDM 4.0+, IRE, Data Certification), CI Class Manager
- ITOM (Discovery, Service Mapping, Event Management), Best Practices Knowledge
- SACM Roadmap & Enterprise Asset Governance, Platform Upgrades & Release Governance through standardized design patterns and OOTB maximization to ensure upgrade readiness and stability
- Integration Architecture (REST, MID Server, Integration Hub, Flow Designer, Workflows, Scripting, API)
- Performance Analytics & Executive Dashboards. ITIL v4 Process Design & Maturity Modeling
- AI & Automation (Now Assist, Predictive Intelligence, LLM Integration), AIOps, Metric Explorer, Automated Resolution, Root Cause Analysis, Data Quality Management, Integrations.
- Vulnerability Response, Security Incident Response, CSM, FSM, HRSD, GenAI Pro, Now LLM
- Other Tools: CMDBuild, Flexera One/Visibility/ITAM, HP Service Manager, HP Service Center, BMC Remedy, JIRA/Confluence, Cloud (AWS, Azure AD/Entra, GCP), Enable and Master Control (QMS), SQL, PL/SQL, Groovy, JavaScript, Glide APIs, VB, PHP, Python, PowerShell, CI/CD, Oracle 10G, MS Access, SQL Server, Smartsheet, Visio, TQL, Test Link, BI Reports, Power BI, JIRA Insights.

PROFESSIONAL WORK EXPERIENCE:

Uline—Pleasant Prairie, WI, USA

Feb 2025 – Till Date

Job Title: Enterprise Solution Architect – ServiceNow SACM & CMDB

- As an Enterprise Solution Architect for ServiceNow SACM and CMDB functions at Uline, I oversaw the SACM and ESM roadmap initiating projects to standardize Enterprise Configuration/Asset Management.
- **Architectural Consistency:** Weekly Architectural Review Board to establish and implement standards and policies for ESM functions, ensuring all onboarding business units aligned with OOTB capabilities.
- **OOTB Alignment:** Led the **Yokohama release upgrade**, driving the elimination of legacy customizations to support long-term platform sustainability. POC for HAM and SAM Pro.
- **SACM and ESM Roadmap:** Develop and communicate the Service Asset and Configuration Management (SACM) and ESM roadmaps, initiate and drive related projects to achieve roadmap goals.
- **CMDB Management:** Managed the ServiceNow CMDB using best practices knowledge, governed data population, and maintained accuracy, currency resulting in reliable configuration information for IT teams.
- **Discovery/Integrations:** Leveraged Flexera Visibility and third-party systems, along with ServiceNow Discovery, to automate discovery and integrate data from multiple sources, populating hardware and software records in ServiceNow.

- **Workshops:** ServiceNow World Forum 2025 in Chicago to dive into the latest AI innovations. ITAM and Enterprise Asset Management (EAM) workshops showcasing ServiceNow's latest AI innovations shaping the future of Now Assist, CMDB, HAM Pro and SAM Pro.
- **Systems and Policies:** Establish and implement standards and policies for Configuration and Asset Management and support needs of other Enterprise Service Management capabilities and functions.
- **ARB Governance:** Govern the process of creating and updating CMDB relationships and CI Classes, ensuring alignment with CSDM framework and focusing on key IT and business solutions
- **Reporting:** Perform reporting to support audits, configuration status, license consumption, license entitlement, lifecycle and other IT asset reporting needs.

Proviniti—King of Prussia, PA, USA

Jan 2025 – Feb 2025

Job Title: ServiceNow Architect (GenAI & Automation)

- **Agentic AI:** Integrated AIOps-driven secure, bi-directional communication between ServiceNow and external LLM APIs (Gemini, OpenAI) delivering low-latency responses in real-time interactions.
- **Incident Management:** Developed solution architecture for an AI Agent that performs 'Zero-Touch Triage' to automatically assign Priority, Category, and CI, while generating initial troubleshooting steps. Reduced average triage time by 30%
- **Change Management:** Implemented an LLM-driven Change Risk Analyzer that parses historical change success data and technical implementation plans to provide risk score and mitigation summary. Enabled faster approvals and reduced high-risk incidents by 15%.
- **CMDB:** Built an automated CI Relationship Auditor using LLMs to scan unstructured discovery logs and suggest missing upstream/downstream dependencies, insights into the CMDB health dashboard.

Vanguard—Malvern, PA, USA

Mar 2024 – Jan 2025

Job Title: Enterprise SN ITSM Management | Change Enablement, Major Incident & Resilience Lead

- **Architecture Review Board:** Participated in design governance for Global Technology Operations, presenting trade-offs/recommendations to Development/Integration teams ensuring operational stability.
- **Platform Stability:** Adhere to 'ServiceNow-defined' tables and logic to minimize 'skipped records' during Washington upgrade, optimizing Incident, Change Management workflows for performance, platform stability and long-term sustainability.
- **Standardized Design:** Authored and enforced Data Governance Controls and RBAC policies to ensure architectural consistency across global support groups
- **Reduced time-to-resolution** by streamlining the Emergency Change Management lifecycle and implementing automated resolution mechanisms in line with ITIL v4, during critical system outages.
- **OOTB Solution:** Utilize native ACLs, Data Governance Controls, and RBAC to ensure 'Audit-by-Design' for ITSM modules, ensuring data integrity and audit readiness.
- **Enterprise Dashboards:** Engineered custom **ServiceNow Performance Analytics** dashboards, Enterprise Operational views to track real-time KPIs for Change enablement and Incident Response efficiency.

LifeScan Global Corporation—Malvern, PA, USA

Jan 2019 – Feb 2024

Job Title: ITSM & ITOM – Enterprise Process Architect and Implementation Specialist

- **Instance Transformation:** Spearheaded a 2-year infrastructure divestiture and platform setup, building an ITOM practice (data foundation necessary for a mature ESM ecosystem) from the ground up, implementing Discovery, Service Mapping, and Event Management to drive proactive service outcomes.
- **Legacy Elimination:** Orchestrated the ESM transition from ITIL v3 to v4 process controls, Architectural reviews - removing inconsistent data models in favor of **CSDM 4.0 alignment**.
- **Quality & Compliance:** Successfully defended platform architecture during **9 global audits**, ensuring delivered solutions met strict FDA/GxP standards.
- **CMDB & ITOM Engineering:** Deployed and optimized MID Server clusters for global discovery; implemented **Identification and Reconciliation Engine (IRE)** rules, adhering to CSDM 4.0 alignment.
- **Service Modeling:** Leveraged CSDM 4.0 principles to define new discovery patterns and service mappings (Business, Application, and Technical) for LifeScan Enterprise Service Management.

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- **Now Assist & GenAI:** Architected "Now Assist" implementations for ITSM and CSM to leverage generative AI for enterprise efficiency. Leveraged advanced Performance Analytics & Predictive Intelligence models to provide executive visibility of instance health, utilization and performance.

HomeSite Insurance – Boston, MA, USA

May 2018 – Dec 2018

Job Title: Systems Analyst – Quality Assurance - Customer Service/Experience Management

- Migrated Genesys Echopass a cloud-based contact center solution to Avaya telephony and IVR solution.

Intelledox and Quadient - Bloomington, IL, USA

Sep 2017 – May 2018

Job Title: Release Engagement - Customer Communications/Experience Management Solutions

- CCM/CXM - implement personalized Digital/Innovation, Mobile Office and digital roadmap/experiences.

State Farm, Bloomington, IL, USA

Apr 2014- Aug 2017

Job Title: Enterprise ITSM & Operations Architect - Data & Analytics Division

- Architect & Lead – Enterprise Auto Claim History Migration: high-stakes, mission-critical ETL conversion
 - **Impact:** 32-hour implementation window, deployed to 65+ environments with zero downtime.
- DevOps Transformation: automated CI/CD pipeline incorporating automated security scanning.
 - **Impact:** Reduced deployment cycle times by 60% and streamlined microservices management.
- Identity & Access Management: user/group provisioning & automated role-based access control (RBAC).

State Farm Insurance, Bloomington, IL, USA

Feb 2013 – Apr 2014

Job Title: Enterprise CMDB & ITSM Architect

- Established ESM global governance standards that improved CMDB health and accuracy through automated CI relationship auditing and CI Class data modelling.
- **Platform Consolidation:** Managed the migration of legacy HP Service Manager data into ServiceNow, driving enterprise data alignment and integration scalability
- **Modernization Leadership:** Lead architect for a 9-to-1 Data Center Consolidation, mapping complex dependencies through Discovery and Service Mapping
- Compliance & Security: Unauthorized Change Detection Governance controls

Astra Zeneca Pharmaceuticals, Wilmington, DE, USA

Apr 2012 –Feb 2013

Job Title: Quality Manager and CAB Approval Authority

- Quality and Compliance, CAB approval authority for 250+ USA, Canada Applications & Infrastructure.

Pfizer Pharmaceuticals, Groton, CT

Mar 2008 – Mar 2012

Role: Enterprise ITSM Process Architect – Global IT Operations

- Pfizer-Wyeth CMDB Integration Lead: CMDB consolidation and technical integration.
- 14-to-9 Data Center Consolidation: reducing the physical footprint from 14 to 9 optimized hubs
- Audit & Compliance Defense: Administrator for IPRM. 4 external and internal SoX audits.
- Global Change Enablement: Lead Change Manager, Technical and Business Change Advisory Boards
- Trend Analysis: Leveraged metric management reducing recurring incidents by 46%.

Awards & Achievements:

- Awarded **remarkable** by State Farm for my contributions to the Claim History Database consolidation across all regions of USA to a centralized Database/repository.
- MS-Excel tool that brought \$10000 per month cost reduction to Pfizer Pharma over two years.
- On the spot award, twice in Infosys for my excellent work.

Education:

Jawaharlal Nehru Technological University, Hyderabad, India – Bachelor of Technology in Electronics & Instrumentation, 2001 – 2005.