

# HARSH SUNDANI

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## SUMMARY

**Data & AI leader** who builds data functions from scratch and turns them into infrastructure the business runs on; having done it three times across a variety of functions and industries. Currently leads a 35-person organization serving 4,500+ stakeholders across GTM and Finance on a \$4B SaaS book. Sets data & AI strategy directly with the CRO, CFO and SVP of GTM Operations; ships production AI that drives revenue, saves costs and improves productivity. Areas of expertise include:

- Data & AI Strategy
- GTM & Revenue Analytics
- Machine Learning (Churn, Propensity, Lead Scoring, Forecasting)
- Production Gen AI & Agentic AI
- Data Engineering & Platform Modernization
- 0-to-1 Team & Function Building
- Experimentation & Causal Inference
- Data Governance & Reliability
- Executive Reporting

## CAREER HIGHLIGHTS

- Shipped **LinkedIn's first production generative AI systems** for GTM and Finance operations; one capability is now part of Microsoft Sales Copilot.
- Protected **\$19M** in at-risk revenue with production churn and propensity models used by Sales and Customer Success.
- Built data & analytics functions **from scratch**, three times (LinkedIn, Eaton and Cypress Semiconductors).
- Holder of **3 U.S. patents**; peer-reviewed researcher with heavily cited work (Google Scholar **h-index 5, 282 citations**).

## PROFESSIONAL EXPERIENCE

**LINKEDIN**, Mountain View, CA

**2022-Present**

*Built a 35-person data org. Promoted to Director in 2024; extended the charter to Finance in 2026 at CFO's request.*

### ***Director of Data and Analytics – Go-to-Market and Finance***

- Built the data function from scratch and turned it into the default data and insights delivery engine for 4,500+ people across LinkedIn's GTM and Finance functions, saving 65,000+ hours annually.
- Shipped multiple AI agents for GTM and Finance operations: a customer meeting-prep agent (now part of Microsoft Sales Copilot) that improved customer retention by 3%, a QBR engine that scaled executive coverage from 5% to 80%, and a Text-to-SQL agent resolving 60%+ of 20,000 annual data queries with no human in the loop, and an accounting agent that automates income-statement narrative generation.
- Set AI and data strategy directly with the CRO, SVP of GTM Operations, and CFO through QBRs and strategic reviews.
- Rebuilt the GTM and Finance data foundation and context layer from a fragmented collection of domain-specific assets into a single governed architecture, reducing complexity by ~75% and enabling AI-powered, self-serve analytics.

### ***Senior Manager of Data and Analytics – Go-to-Market***

- Standardized data models, KPIs, and executive reporting across 150+ production pipelines at 99.5% uptime, cutting time-to-trusted-insight by 85%.
- Built churn, propensity, and pipeline-forecasting models enabling proactive Sales and Customer Success intervention, protecting \$19M in at-risk revenue.

**EATON**, Pittsburgh, PA

**2016-2022**

*Founded the sales analytics function and grew it to a team of 12, supporting a \$5B book of business. Promoted to Director in 2019.*

***Director of Analytics and Business Intelligence – Go-to-Market***

- Served as the Chief of Staff to the SVP of Sales Operations.
- Grew the data team from 5 to 12, establishing the central reporting function for a multi-billion-dollar sales operation.
- Deployed forecasting models across pipeline and inventory planning, increasing average deal size 7% and reducing operating costs 15%.
- Migrated analytics from on-prem SQL Server to Azure and launched a self-serve platform used daily by 1,200+ users for real-time Sales and Supply Chain reporting; improved rep productivity 20%.

***Business Analytics Manager – Go-to-Market***

- Founded Eaton's first sales analytics function from a team of one for a \$5B operation, building it into 250+ production data assets in two years.
- Delivered dashboards and models that reduced sales cycle time 12% and increased quota attainment 18%.

**CYPRESS SEMICONDUCTORS**, Minneapolis, MN

**2013-2014**

*First data science hire supporting manufacturing analytics.*

***Senior Analytics Engineer***

- Built the data science function for a \$70M manufacturing operation; predictive models improved on-time delivery 45%+ and saved \$1.5M annually.

**CREE**, Durham, NC

**2010-2013**

*Part of the core team that launched next gen LED Lighting Products.*

***Senior Engineer, New Product Development***

- Led 8 new-product launches end to end; applied statistical process optimization to improve quality 15%+ across 90+ processes.

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**EDUCATION**

- **MBA, Vanderbilt University**, Nashville, TN
  - Dean's Scholar; Full Tuition Scholarship
- **MS in Electrical Engineering, University of Toledo**, Toledo, OH
  - Research Scholar; Full Tuition Scholarship
- **BE in Electronics and Telecommunications Engineering, University of Mumbai**, Mumbai, India
  - Graduated top of class

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**PATENTS AND PUBLICATIONS**

- 3 granted U.S. patents.
- Peer-reviewed researcher; Google Scholar: 282 citations, h-index 5. Lead author, "Wireless Sensor Network Simulators: A Survey and Comparisons" (250+ citations).

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**TECHNICAL SKILLS**

- **Languages & Data:** SQL, Python, R
- **Platforms:** Azure Databricks, Snowflake, BigQuery, dbt, Airflow, Spark, HDFS
- **BI & Visualization:** Tableau, Looker, Power BI
- **AI / ML:** Generative AI, LLM agents, Text-to-SQL, predictive modeling, forecasting, experimentation, NLP