

**Reference Letter**

**Sharon Joseph, CEO & Founder | CREWASIS.AI**

**Date: Sept 2025 to Dec 2025**

To Whom It May Concern,

I am pleased to recommend **Simran Sinha**, who served as a **Data Science Team Lead** at CREWASIS.AI. Throughout her tenure, Simran distinguished herself through technical depth, operational discipline, and an ability to lead teams through complex, fast-moving initiatives with clarity and confidence.

Simran played a central role in designing and deploying advanced automated reports that strengthened both our internal capabilities and client-facing solutions. She led the development of automated analytics pipelines and model orchestration frameworks across data science, data engineering and software engineering. She used Python and AWS tools including SageMaker, RDS, and Bedrock. These initiatives reduced processing time across several workflows and improved the reliability and scalability of our core data platforms.

Her leadership was integral to major enterprise engagements, where she built and optimized end-to-end ML architectures for clients in sectors ranging from consumer goods to consumer healthcare. One of her most notable contributions involved architecting preference-analysis and recommendation systems for a global wellness brand, reducing deployment cycles and creating tangible improvements in product decisioning and automated reports.

Simran also guided the development of advanced NLP, LLM, clustering, and image analysis solutions for high-impact use cases. Her work on a large-scale social listening initiative, covering more than 200,000 consumer interactions, surfaced actionable sentiment insights that improved client satisfaction metrics.

Beyond her technical achievements, Simran's leadership presence was consistently evident. She mentored junior data scientists, coordinated closely with engineering teams, and partnered directly with executive leadership to shape product roadmaps and infrastructure investments.

She brings a disciplined, systems-oriented mindset to her work while maintaining the pragmatism needed to deliver on aggressive timelines.

Simran is a strategic thinker, a strong technical leader, and a dependable operator. She elevates teams through her clarity, rigor, and commitment to excellence. I am confident she will bring meaningful value to any organization she joins.

Please feel free to contact me if additional information is needed.

A handwritten signature in cursive script that reads "S Joseph".

Sincerely,

**Sharon Joseph | CEO & Founder | CREWASIS.AI**

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