MASHA M HARNESS

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SENIOR MANAGER, PIPELINE AND BDR OPERATIONS

Revenue-enabling Senior Operations Manager with 8 years driving growth for $650M+ annual product portfolios while generating $5M in partner revenue and delivering $800K in cost savings. Business Owner for 8+ flagship product lines managing BPR processes, pricing strategies, and 250+ launches with 100% on-time delivery. Orchestrated large-scale infrastructure migrations coordinating 50+ engineers across Cloud and Data Center operations. Known for unblocking $10M deals and securing alignment across 350+ stakeholders through influence without authority. MS Operations Research ꞁ UC Berkeley TPM ꞁ Six Sigma Lean ꞁ Google AI Essentials.

> *"Masha's background as a data scientist—along with her understanding of business processes, automation of manual tasks, and compliance tools—have been key to her success. Her knowledge and strong customer focus created a vibrant platform for continued success."* — **Gail Heck-Sweeney, Director Worldwide Channels, Keysight Global Sales, Keysight Technologies**

CORE COMPETENCIES

Pipeline & BDR Operations • Multi-Source Attribution • Revenue Systems Architecture • Lead Flow Automation SQL & Predictive Modeling • BDR Capacity Planning • GTM Strategy & Alignment • Compliance & Data Stewardship

PROFESSIONAL EXPERIENCE

Keysight Technologies (S&P 500), Santa Rosa, CA   **2018-2024**
Test & Measurement Leader, $5.4B revenue, 15,000+ employees, legacy HP/Agilent
Senior Technical Program Manager, Business Planning & NPI Launch Operations, 2018–2024
Business Owner for 8+ flagship product lines (PNA-X up to $1M+, FieldFox, VNAs, ENAs) supporting $650M in annual revenue—managed BPR stage-gate processes, pricing strategies, and 250+ launches with 100% on-time delivery while serving as R&D-to-commercial bridge translating technical requirements into production readiness

- **Led $650M infrastructure migration** coordinating Oracle/Salesforce platform transition—managed dependencies across 50+ engineers in Cloud Engineering and Data Center Operations ensuring zero-downtime cutover
- **Generated $800K annual savings** through RPA pricing automation—personally coded solution as data scientist, transformed skeptical 80-admin team into champions, scaled launches 5x (50→250+) without headcount increases
- **Developed award-winning AI/ML prototype** at Keysight Hackathon (3rd Place)—demonstrated intelligent automation enhancements for Salesforce CRM/PRM platforms driving partner experience improvements
- **Unblocked $10M deals** by architecting automated CPQ governance engines—facilitated Sales-R&D alignment, translated supply constraints into quantity-gating logic, scaled as standard framework across all product lines
- **Secured executive buy-in from 350+ stakeholders** at Kaizen Fair through data-driven storytelling—designed training for 80+ global admins achieving 90% certification through empathy-first communication and continuous feedback loops
- **Achieved zero audit findings across 250+ releases**—implemented Six Sigma Lean with technical stage-gates, developed self-correcting policy engines using SQL/Oracle BML achieving 99.9% efficiency
- **Built real-time dashboards tracking 15+ KPIs**—schedule adherence, BOM accuracy, pricing validation, launch readiness. Maintained 99.8% data accuracy via automated validation protocols

Global Partner Program Director, Post-Acquisition Integration (Eggplant AI), 2022–2024
Expanded role following successful NPI delivery—selected to architect complete partner ecosystem from ground zero for Keysight's Eggplant AI acquisition

- **Generated $5M in partner-influenced revenue in 2023**—deployed AI-powered platform (eggplantpartners.keysight.com) supporting 200+ global partners, accelerated Quote-to-Cash cycles 20% across 50+ countries
- **Influenced Eggplant AI product roadmap**—translated partner feedback into product priorities, collaborated with Product/Sales leadership on GTM strategies ensuring product-market fit for channel distribution
- **Engineered analytics infrastructure**—achieved 99.8% data accuracy, built predictive models driving 15% partner satisfaction increase through proactive intervention
- **Trained 200+ partner organizations**—created curricula, certification paths, playbooks achieving 90% completion enabling independent sell-through and support

Independent Consulting, San Jose, CA   **2014-Present**
Project-based, focusing on startups, small & midsize businesses
Principal Technical Program Manager & Business Systems Consultant
- Deployed enterprise-grade AI/ML automation workflows integrating GCP and Azure; engineered self-correcting data validation loops that accelerated operational throughput by 20%
- Architected complex DevOps pipelines unifying disparate R&D data systems; enabled automated quote-to-order logic that accelerated revenue recognition by 18%
- Built custom CRM/PRM/CMS architectures that increased lead generation by 15% and partner engagement by 30%; implemented conversion-optimized technical portfolios that improved customer onboarding satisfaction scores by 25%
- Led Design Thinking workshops for Silicon Valley startups to resolve high-level architecture conflicts, resulting in a 15% increase in technical partner engagement and platform adoption

SATS Technologies / Five9, San Ramon, CA   **2013-2015**
Cloud Contact Center SaaS Leader, $100M+ revenue, 600+ employees
Senior Technical Project Manager, NPI & Pricing Operations
- Implemented advanced AI pricing prediction and anomaly detection models using time-series forecasting; improved operational efficiency by 15% and significantly reduced manual overhead in NPI workflows
- Led cross-functional initiatives to define enterprise SaaS roadmaps, strategically prioritizing AI/Deep Learning features to enhance product capabilities and drive innovation in cloud-based contact center software
- Developed and deployed impactful data visualizations and dashboards to track product performance, providing actionable insights that contributed to a 20% increase in customer acquisition

Earlier Career: Data Scientist & Forensic Economic Analyst (Fortune 50 Litigation Consulting) – Provided expert econometric analysis for high-stakes class actions involving **Oracle, Costco, Chevron, CVS**. Developed financial-economic models to quantify multi-million dollar liabilities in price discrimination and wage/hour disputes.
Senior Financial Analyst, Kaiser Permanente – Developed mission-critical KPI dashboards for healthcare operations.

TECHNICAL EXPERTISE

Cloud & AI: Vertex AI ı GCP ı Azure ı AWS ı MLOps ı Gemini/NotebookLM ı Salesforce Einstein Analytics
Business Systems: Oracle Cloud/ERP ı Salesforce CPQ/CRM/PRM ı ServiceNow ı logik.io ı NetSuite ı 3DExperience PLM
Development: Oracle BML ı SQL (SSMS) ı Python ı R ı HTML/CSS/JavaScript ı RPA ı DevOps Pipelines ı API Integration
Analytics: Tableau ı Power BI ı Domo ı Snowflake ı Advanced Excel ı Predictive Modeling ı Real-time Dashboards
Program Management: Jira/Confluence ı Asana ı Smartsheet ı Wrike ı Agile/Scrum ı MS Visio

EDUCATION & CREDENTIALS

Master of Science (**MS**) in Mathematical Methods, Operations Research, Statistics & Econometrics (**MMORSE**), Computer Science & Management ı State University of Management (SUM)
- **Thesis:** "Export Pricing Econometrics Models: Development & Systematic Implementation"

Technology Project Management (TPM) Certificate ı UC Berkeley Extension

Certifications: Six Sigma LEAN Green Belt (Keysight) ı Google AI Essentials ı Wharton ML for Business ı Impartner PRM IQ ı Channel Sales Professional

PUBLICATIONS & COMMUNITY LEADERSHIP

Published: "[The Hidden Costs of Digital Errors: Are We Blind to Billions in Lost Revenue?](#)" (Medium.com)
Authored: Keysight eBook "Global Partner Program Deal Registration 2023-24"
Community: Volunteer and coordinator of "Introduce a Girl to Engineering Day" at Keysight (500+ students reached)

Technical implementations portfolio and references can be shared upon request.