

MASHA M HARNESS

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SENIOR BUSINESS OPERATIONS PROGRAM MANAGER

Creative and customer-centric BizOps Program Manager with 10+ years in SaaS/Cloud demand generation and marketing analytics. Expertise in defining success metrics, translating customer needs into scalable programs, and proactively identifying areas for improvement. Skilled in breaking down silos and fostering cross-functional collaboration to implement innovative solutions, resulting in a 15% lead conversion increase.

AREAS OF EXPERTISE

Stakeholder Management & Cross-Functional Collaboration | Process Improvement & Optimization
Data-Driven Decision Making | Agile Program Management | Change Management
Customer-Centricity | SaaS/Cloud Systems Integration | Strategic and Tactical Thinking

TECHNICAL EXPERTISE

Project Management: SmartSheet | Jira/Confluence | Asana | Wrike | Monday.com | Trello
Data Visualization & Analysis: Tableau | MS Power BI | DOMO | Advanced MS Excel
Programming: SQL | HTML5/CSS3 | JavaScript | VBA | Python
Ecosystems/Frameworks: M365 | Google Workspace | GitHub Copilot | Visual Studio Code | REST API
Product Configuration & Design: Oracle CPQ | Logic.io | Canva | Adobe Creative Cloud | MURF.io
ERP/CRM/PRM & AI/ML: Salesforce (SFDC) | Oracle | Spotfire | Impartner | Gemini | ChatGPT

Key Achievements

- Spearheaded cross-functional integration of B2B/B2C campaigns on Cloud MarketingView, resulting in a 20% increase in qualified leads and a 15% product awareness boost. Collaborated across Marketing, Operations, Product, Engineering, and Sales, leveraging data-driven insights for streamlined execution.
- Leveraged MLOps and AI/NLU technologies to optimize a global partner onboarding pilot chatbot, resulting in a 10% improvement in lead qualification and a 15% reduction in customer churn. This data-driven approach enhanced the customer journey by streamlining partner onboarding, leading to higher partner satisfaction and business retention.
- Developed a product sales performance heatmap dashboard, empowering the marketing team with data-driven insights into high-demand subscriptions. This led to targeted campaigns, driving a 20% revenue increase. Actively identified customer pain points in product discovery, resulting in UX improvements and enhanced customer experience.
- Architected an RPA solution to automate pricing workflows, reducing errors by 98%, saving \$800K, and streamlining lead-to-order processes. Championed this initiative across teams, delivering significant process optimization and accelerating the customer journey.
- Led the migration to a new CPQ platform, enhancing the customer buying experience. This resulted in a 20% reduction in configuration errors and a 15% acceleration in order-to-cash cycle time, driving increased revenue and customer satisfaction. Managed the project using agile methodologies, ensuring seamless adoption across cross-functional teams.
- Designed and delivered a global RPA training program, empowering teams to automate workflows and reduce errors by 98%, resulting in a 90% increase in operational efficiency. Prioritized customer focus by upskilling teams to improve lead processing speed and accuracy, enhancing customer experience.
- Drove innovation by leading cross-functional initiatives focused on AI-powered customer success solutions. Developed an award-winning prototype leveraging AI/ML to accelerate channel sales (recognized in Hackathon'23), highlighting a focus on driving measurable business impact.
- Designed and delivered engaging presentations showcasing the benefits of RPA, leading to a 20% increase in adoption inquiries. Demonstrated effective communication and ability to influence decision-makers across a large organization to drive change.

EXPERIENCE

Keysight Technologies, Inc, Santa Rosa, CA

01/2018-01/2024

Global Partner Program Manager / Sr Data Scientist, SaaS BizOpsDev

Spearheaded the launch of a partner SaaS portal to accelerate lead generation, resulting in a 20% increase in partner submissions. Streamlined the partner onboarding journey, enhancing the CX and contributing to faster sales cycles and improved win rates. Collaborated with cross-functional teams (Marketing, Sales, Product) for successful execution.

- Leveraged data analysis and automation to develop a targeted B2B digital marketing campaign for SaaS test automation products, resulting in a 15% increase in product awareness and a 50% reduction in manual effort for the marketing team.
- Designed and implemented a unified data ecosystem and robust reporting system, improving data accuracy by 99.8% and driving a 15% increase in partner-customer satisfaction.

Senior IT Marketing Engineering Lead, PaaS BizOpsDev, TPM

Drove multi-million dollar revenue growth by orchestrating the launch of 250+ complex product configurations (NPIs/ NOIs). Optimized pricing strategies, reducing customer support tickets by 30%. Demonstrated customer focus and a bias for action by meeting aggressive deadlines.

- Architected data-driven dashboards and roadmaps to streamline NPI product configuration (from BOM & pricing to Quote-to-Order), enabling on-time delivery and accelerating customer decision-making. Proactively managed risks, ensuring 100% feature deadlines were met.
- Developed a custom Agile RPA solution to automate high-volume pricing data pipelines, improving efficiency by 99.98%, while simultaneously launching a new Next-Gen Oracle pricing files upload solution, achieving a 100% success rate in meeting migration milestones, customer success, and timely KPI's reporting.

Independent Consulting, Santa Rosa, CA

06/2015-Present

Senior Technical Project Manager / Sr Data Scientist, BI Analysis

Partnered with global clients to build data-driven, cloud-based web solutions, improving customer conversion rates by 25%. Demonstrated cross-cultural agility, seamlessly collaborating across time zones to deliver localized user experiences.

ADDITIONAL RELEVANT EXPERIENCE

Kaiser Permanente / Mastech, Inc, Santa Rosa, CA

Analyzed complex healthcare data to optimize resource allocation, improving patient wait times and driving a 15% revenue increase. Developed real-time dashboards to inform decision-making, reducing budget deviations by 10%.

SATS Technologies, Inc. / Five9, Inc, San Ramon, CA

Led a cross-functional product transformation, implementing RPA to automate manual tasks and designing data visualizations to drive insights. Increased customer acquisition by 20% and improved efficiency by 15%.

EDUCATION

Master of Science (MS) in MMORSE, Computer Science, and Management

State University of Management (SUM), top-ranked, Moscow, RU

CERTIFICATIONS

Leveraging Machine Learning for Business

The Wharton School, University of Pennsylvania, 2023

Certified Strategic Channel Sales Professional, #121939155

The Channel Institute, 2022

UC Berkeley Technology Project Management (TPM) / Scrum Master Boot Camp

UC Berkeley Extension, Berkeley, CA, 2021

PROFESSIONAL DEVELOPMENT

AWS Innovate: Generative AI + Data Edition, 2024

API / AI DevWorld, 2023