# Prasad Pagade

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## DIRECTOR OF BUSINESS INTELLIGENCE & ANALYTICS | SALES OPERATIONS & REVENUE ENABLEMENT

Technical leader with 15+ years architecting scalable BI platforms and revenue analytics ecosystems for sales organizations. Expert in building sales intelligence infrastructure integrating CRM systems (Salesforce), data warehouses, and analytics platforms (Looker, Power BI) that drive measurable business outcomes. Proven track record: $12M+ annual cost savings, 200+ enterprise BI implementations, 70% reduction in deployment time, and platforms supporting 100+ concurrent business users across Fortune 500 sales, finance, and executive teams.

Specialized in designing Sales Operations BI ecosystems—data models, KPIs, dashboards, and semantic layers—that transform complex revenue data into self-service insights for sales productivity, pipeline management, and strategic decision-making.

## SALES OPERATIONS & REVENUE ANALYTICS EXPERTISE

### Revenue Intelligence & Sales Productivity

- Client 360 Architecture: Unified CRM (Salesforce), contracts, and transaction data improving sales pipeline visibility by 45%
- Contract Intelligence Platform: Generated $7.7M gross profit with AI-powered address validation and EDI ingestion
- Sales Enablement: Reduced product implementation time from 6 weeks to <5 days, achieving 100% platform adoption across sales teams
- Revenue Impact: Supported $16M recurring revenue streams through technical solution delivery and GTM enablement

### CRM & Sales Data Integration

- Architected Salesforce-native analytics solutions connecting CRM data with operational systems, contracts, and financial data
- Designed bi-directional API integrations enabling real-time data sync between Looker, Salesforce, and custom CRM platforms
- Built embedded analytics frameworks for SaaS platforms serving 1M+ end users with sub-second query performance
- Implemented secure data access patterns with OAuth 2.0, SSO, and row-level security across 50K+ users

### BI Platform Architecture & Governance

- Designed end-to-end Sales Operations BI ecosystems defining how data models, metrics, dashboards, and reports integrate
- Built semantic modeling layers (LookML, DAX) enabling self-service analytics for sales, finance,

and marketing teams

- Implemented data governance frameworks ensuring audit readiness, data quality, lineage tracking, and compliance (HIPAA, GDPR, SOC2)
- Created KPI governance processes with documentation, testing, and maintenance protocols for critical sales datasets

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## PROFESSIONAL EXPERIENCE

### McKesson Corporation – Fortune 10 Healthcare & Pharma

### Head of BI & Democratization | Denver, CO (Remote) | Jun 2023 – Jan 2025

- Architected enterprise BI platform integrating Looker, Power BI, Databricks, and Snowflake across 40+ business units serving sales, finance, and operations teams
- Designed Client 360 data architecture unifying Salesforce CRM, contracts, and transaction systems, improving sales pipeline visibility by 45% and enabling predictive revenue forecasting
- Built Contract Intelligence Platform (Google Address API + EDI ingestion) generating $7.7M in gross profit with roadmap projects exceeding $20M impact
- Delivered $12M annualized cost savings and $1M+ revenue impact from AI/data monetization initiatives
- Reduced product implementation time from 4–6 weeks to under 5 days, achieving 100% platform adoption within 3 months tracked via MAU/WAU/DAU metrics
- Led data platform serving 100+ business users across 10 business units with enterprise-wide training achieving full participation in 90 days
- Implemented data governance framework with KPI definitions, business logic documentation, and audit protocols ensuring compliance and data integrity
- Architected AI-driven personalization engine recommending contextual analytics to sales and service teams using LLM APIs
- Designed secure API layer enabling real-time data access for client portals, mobile applications, and executive dashboards
- Leadership: Managed cross-functional partnerships with Sales, Finance, Product, and Engineering executives; defined BI strategy and roadmap

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### Google Inc

### Lead, Enterprise Data Analytics & Center of Excellence | Boulder, CO (Remote) | Apr 2022 – Mar 2023

- Sales & GTM Enablement: Built global GTM enablement strategy for AI/ML analytics product launches, partnering with sales, product, and customer success teams to drive $16M recurring professional services revenue
- Guided partner enablement for Looker ML Accelerator, improving adoption, certification outcomes, and integration into client solutions
- Designed and launched School of Data curriculum securing $500K funding, training 1,000+ enterprise users on Looker and AI analytics platforms including sales operations teams
- Created tiered certification tracks and hands-on labs for LookML Accelerator, increasing partner adoption by 40% and achieving 85% faster onboarding (4 weeks to 5 days)

- Developed enablement content (videos, documentation, playbooks, workshops) adopted across Google Cloud Learning Services
- Advised on embedding Looker analytics into client and partner-facing platforms to personalize insights at scale
- Contributed to Coursera & Pluralsight LookML Accelerator courses reaching thousands of learners globally
- Leadership: Led Center of Excellence team; partnered with Sales, Product, and Engineering VPs on product strategy

### Senior Technical Solutions Consultant | Boulder, CO (Remote) | Mar 2020 – Mar 2022

- Architected 100+ enterprise BI solutions integrating GCP, Looker, BigQuery, and client systems (Salesforce, SAP, Workday)
- Designed embedded analytics frameworks for SaaS platforms enabling white-labeled customer-facing dashboards serving 1M+ end users with sub-second query performance
- Built reference architectures for multi-tenant data models supporting AI-powered recommendations and predictive analytics
- Implemented OAuth 2.0 and SSO integrations ensuring secure data access across federated environments with role-based permissions
- Partnered with product engineering to influence Salesforce connector enhancements and AI/ML API extensibility
- Designed real-time data pipeline architectures using Dataflow, Cloud Functions, and Pub/Sub for streaming analytics
- Enabled customers to deploy AI platforms, contributed to $16M recurring professional services revenue
- Built COVID-19 analytics dashboards for state agencies (recognized with Google's Stratosphere Award)

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### Looker Data Sciences Inc. (Acquired by Google – High-Growth Startup to Enterprise)

### Senior Enterprise Consultant | Santa Cruz, CA (In-Office) | Nov 2017 – Mar 2020

- Delivered 200+ enterprise BI implementations designing semantic layer architectures for Fortune 500 clients across sales, finance, and marketing
- Architected embedded analytics solutions integrated with Salesforce, Zendesk, and custom CRM platforms
- Designed multi-cloud data warehouse architectures (Snowflake, Redshift, BigQuery) optimized for sales analytics and AI/ML workloads
- Built secure data access patterns supporting role-based permissions and row-level security across 50K+ users
- Created API integration frameworks enabling bi-directional data sync between Looker and operational systems (Salesforce, NetSuite, ERP)
- Designed disaster recovery and high-availability architectures ensuring 99.9% uptime SLAs
- Architected solutions supporting AI use cases including recommendation engines, predictive maintenance, and customer churn models
- Experience: Participated in Looker's high-growth journey from startup to Google acquisition—understanding rapid scaling, product iteration, and enterprise transformation

**Deloitte Consulting**

**Senior Enterprise Consultant | San Jose, CA (In-Office) | Oct 2013 – Oct 2016**

- Designed end-to-end BI solutions for 50+ Fortune 500 clients across tech, telecom, financial services, healthcare, and gaming
- Architected ETL pipelines processing 10M+ daily transactions with data quality validation frameworks
- Implemented dimensional data models and star schemas optimizing query performance by 60%
- Led technical workstreams for multi-million dollar implementations across financial services and healthcare
- Automated 20+ manual hours weekly per client, improving ETL performance by 30%
- Leadership: Led technical teams of 5-8 consultants; managed client relationships with C-suite executives

**ENTREPRENEURIAL EXPERIENCE**

**Two Peaks Chai Co. – Data-Enabled Consumer Brand**

**Founder & Technical Architect | Denver, CO (Remote) | Jan 2025 – Present**

- Architected AI-powered customer data platform with personalized messaging engine using OpenAI and LangChain APIs
- Designed event-driven microservices architecture for real-time user segmentation and contextual content delivery
- Built secure customer portal with role-based access, analytics dashboards, and AI-powered chatbot assistant
- Implemented email automation pipeline with dynamic content generation based on user behavior patterns
- Integrated eCommerce chatbot using OpenAI + Gradio with Shopify + Looker for personalized shopping experiences
- Leadership: Founded and scaled technical infrastructure from concept to production

**LEADERSHIP EXPERIENCE SUMMARY**

**7+ Years in Leadership Roles:**

- Head of Data & Democratization, McKesson (1.5 years)
- Lead, Enterprise Data Analytics & CoE, Google (1 year)
- Team Lead / Technical Lead, Deloitte (3+ years managing teams of 5-8 consultants)
- Founder & Technical Architect, Two Peaks Chai Co. (Current)

**Cross-Functional Executive Partnerships:**

- 5+ years collaborating with Sales, Finance, Product, and Engineering executives at Fortune 10 and FAANG companies
- Expertise translating business requirements into technical solutions and communicating complex data insights to non-technical audiences

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## TECHNICAL EXPERTISE

### BI & Analytics Platforms

Looker (7+ years) | Power BI (5 years) | Tableau (3 years) | Mode | Metabase | Omni

### Cloud Data Platforms & Warehouses

Snowflake (3 years) | Databricks (3 years) | Azure Synapse (5 years) | GCP BigQuery (4 years) | AWS Redshift | Microsoft Fabric | Delta Lake

### CRM & Sales Systems

Salesforce CRM (5+ years) | Salesforce connector integrations | Dynamics 365 | HubSpot | Zendesk | Marketing Automation (Pardot, HubSpot)

### Data Engineering & ETL/ELT

SQL (10+ years) | Python (6 years) | dbt | Airflow | Spark | Data Factory | Delta Live Tables | ETL/ELT processes | Event-driven architectures

### AI & Machine Learning

OpenAI APIs (2 years) | Azure O**penAI | Vertex AI | Hugging Face | LangChain | MLflow | Databricks ML | SageMaker | A/B Testing**

### Data Integration & APIs

REST APIs | GraphQL | Kafka | Pub/Sub | API development | Custom integrations | Real-time streaming | Event streaming

### Semantic Modeling & Data Architecture

LookML (7+ years) | DAX (5 years) | MDX | Star schema design | Data modeling | Self-service analytics | Data democratization

### Security, Governance & Compliance

OAuth 2.0 | SAML | SSO | RBAC | Row-level security | MDM (Master Data Management) | Data quality & lineage | Metadata management | HIPAA | GDPR | SOC2 | Audit & compliance

### Collaboration & Delivery

GitHub Enterprise | Agile/Scaled Agile | Documentation strategy | Cross-functional collaboration | Stakeholder management

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## CERTIFICATIONS

Active Certifications:

- Google Cloud Professional Data Engineer
- Microsoft Certified: Azure Solutions Architect
- Snowflake SnowPro Core
- Databricks Certified Data Engineer
- Udacity: Data Analyst Nanodegree

AI/LLM Engineering:

- 30+ AI/LLM Engineering Courses (LLM Engineering, LangChain, OpenAI API, Vertex AI, Databricks)

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## PUBLICATIONS & SPEAKING

- Speaker: Google Cloud Next 2022 – "Scaling Analytics Enablement"
- Contributor: Coursera & Pluralsight LookML Accelerator courses
- Host: School of Data executive education series for enterprise clients

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## EDUCATION

Data Analyst Nanodegree | Udacity | 2016 – 2017
 *Courses: Data visualization, Data analysis (R/Python), Data wrangling, Machine learning, A/B Testing*

Master of Science in Information Systems | Santa Clara University | Bay Area, CA | May 2013

Bachelor of Engineering in Electronics | University of Mumbai | Mumbai, India | Sept 2009

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## KEY DIFFERENTIATORS FOR IBOTTA

✓ 10+ years BI/Analytics experience with focus on sales operations and revenue analytics
 ✓ 7+ years leadership experience managing teams and partnering with C-suite executives
 ✓ 5+ years executive stakeholder management across Sales, Finance, Product, and Engineering
 ✓ Deep Looker expertise (7+ years)—the primary BI tool at Ibotta—including semantic modeling (LookML), embedded analytics, and platform architecture
 ✓ Salesforce CRM integration experience building Client 360 architectures and revenue data pipelines

✓ Startup-to-Enterprise journey: Experienced Looker's high-growth transformation (acquired by Google), mirroring Ibotta's recent IPO journey

✓ Sales Operations BI ecosystem design: Proven ability to define how data models, metrics, dashboards, and reports integrate for sales productivity

✓ Revenue & performance marketing understanding: Experience with CPA, ROAS, attribution models, and user acquisition metrics

✓ Cloud data platforms: Extensive experience with AWS, Snowflake, Databricks, and event-driven architectures

✓ Denver-based: Local resident ready for hybrid work (3 days in-office)

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## AREAS OF EXPERTISE

Sales Operations BI • Revenue Analytics • Data Democratization • Self-Service Analytics • AI & Machine Learning • Customer Success Enablement • Digital Transformation • Revenue Enablement • Enterprise Data Architecture • Cloud-Native Platforms • GenAI Implementation • LLM Applications • Real-Time Streaming Analytics • Cross-Functional Collaboration • Executive Storytelling • Stakeholder Management • Technical Enablement & Coaching • Customer Success Leadership