



DataFlex Analytics

Executive Leadership Team

NASDAQ: DFLX •  PROFITABLE

 *The Switzerland of BI • Platform Agnostic*



Sarah Chen

CEO | Age: 42

Education: MBA, Stanford GSB; BS Computer Science, UC Berkeley

Previous: VP Product, Looker (2016-2019, acquired by Google); Product Manager, Tableau

Founded DataFlex: March 2019

Achievements: First profitable year FY2025 (\$34M FCF); Works with SNOW, QRYQ, ICBG; 1,847

customers; "Switzerland of BI" positioning

Philosophy: *"We're not in the data storage business—we extract insights. Whether your data is in Snowflake, Querybase, or ICBG, DataFlex provides the same exceptional BI experience."*

Based In: San Francisco, CA

Robert Kim



CFO | Age: 48

Education: MBA, Wharton; BS Economics, Yale

Previous: CFO, Mode Analytics (2017-2019); VP Finance, Chartio

Joined: June 2019

Achievements: Achieved profitability Q2 FY2025; 84% gross margin; Reduced CAC from \$124K to \$87K; Strong unit economics

Based In: San Francisco, CA



Maria Garcia

Chief Product Officer | Age: 39

Education: MS HCI, Carnegie Mellon; BS Computer Science, Stanford

Previous: Director of Product, Sisense (2018-2020); Senior PM, Qlik

Joined: August 2020

Achievements: Built cross-platform connector framework (40+ platforms); Launched embedded

analytics (22% of revenue); Led UI/UX innovation

Based In: San Mateo, CA
