

Sahar Massachi

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SKILLS

I DO

Entrepreneurial leadership

Translating tech to business to product
0 to 1 organization building
Problem scoping & solution design
Vision setting & momentum creation

Technical skill

Software and data engineering
Data and experimentation
Platform alignment & public policy

Relationships & Communication

Cross-functional collaboration
Community & relationship nurturing
Partnership & strategic conversations
Public thought leadership

I USE

Python • R • Java • Expert SQL •
Hacklang / PHP • Javascript / React

I'VE USED

Machine Learning • Scala • Devops •
Android Code • Haskell • Spark •

AFFILIATIONS

FELLOW

IDDP @ GWU • 2023
Roddenberry • 2022
Berkman-Klein @ Harvard • 2021
Berkman-Klein Affiliate • 2022-2024
StartingBloc • 2014-2020

BOARDS

Louis D. Brandeis Legacy Fund for
Social Justice • 2020-now
Current Affairs Mag • Founding
Masthead

SCHOOL

BRANDEIS UNIVERSITY

B.S./M.A. COMPUTER SCIENCE
2011/2012
Minor in Philosophy
Minor in Social Justice / Social Policy

SELECTED PUBLICATIONS

EXPERIENCE

PROJECTS | INDEPENDENT

2024-2025

- Keyboards for Humans – My election pop-up effort. Led 7+ staff. Built LLM & RCT driven persuasion tools ("what do I text my uncles"). Raised \$250K in 2 weeks, 10+ partners, with a widely praised playbook. Report: sahar.io/kfh
- Tavern – Early tech & advising for an LLM & RCT platform for campaigns.
- DataExpert.io – Writing surprisingly viral how-tos on data engineering for 100k+ subscribers.
- Personal Projects – Exploring LLMs, one-off apps, newly parenting.

INTEGRITY INSTITUTE | EXECUTIVE DIRECTOR, CO-FOUNDER 2021-2024

- Founded a think tank defining best practices for platform safety & quality.
- Led 10 staff, 16+ fellows, 400+ members. Raised over \$4M from scratch.
- Members from Meta, Google, TikTok, 60+ other platforms.
- Published 54 technical guides and best practices.
- Shaped industry via standards, onboarding docs, research, key meetings.
- Influenced gov't policy: EU, UK, US, AUS, NZ, Brazil & more. 150+ briefings.
- Europe paid us to advise them. Obama endorsed legislation we shaped.
- 40+ media hits (NYT, WashPo, WSJ, CNN, etc); plus podcasts and panels.

BLUE ROSE | ENGINEERING LEAD

2020

- Built and led 6-person team optimizing \$1B+ in presidential ad spend.
- We built data infra for A/B message testing at scale: fast, cheap, accurate.
- Delivered results in hours, not days. This shaped national party strategy.
- Creative problem-solving: e.g. cat memes cut survey dropoff.
- Swung the election. (Really.)

FACEBOOK | SOFTWARE ENGINEER, DATA ENGINEER

2016-2019

- Protected elections and societies worldwide.
- Built the central integrity data pipeline ecosystem in the company. Prototyped it in 10 days for AL Senate 2017. Key infra for years.
- Cited by Zuckerberg in Congress. Sandberg said: "Now I can rest easy."
- My killer move: rallying strangers across the company to help my projects.
- Founded peer learning programs; trained hundreds of engineers in data infra. Top-rated classroom reviews. Programs continued after departure.
- Influenced (blocked! reversed! shaped!) launches across the company via making the first key social harm metrics and getting them adopted widely.
- Also: helped add 20% efficiency gains to Presto.

GROVO | LEAD DATA SCIENTIST

2015

- Led data strategy; delivered metrics that unblocked Series C funding.

WIKIMEDIA | DATA ENGINEER & SCIENTIST

2013-2014

- Built infra that doubled fundraising revenue year-over-year via A/B testing.
- Created teaching tool from 5+ years of A/B testing data; now used to onboard all new hires.

The Data Warehouse Setup No One Taught You and Stop Using SCD-2 • DataExpert.io (2025)

Foreword • Introduction to Generative AI • Manning Publications (2024)

A Meta-Proposal for Twitter's Bluesky Project • SSRN (2023, coauthored)

How to save our social media by treating it like a city • MIT Technology Review (2021)

How to Get Statistics Right in AB Testing: The Short Answer • O'Reilly, StrataConf (2014, coauthored)