

# 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

## 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.

## SELECTED PUBLICATIONS

*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)