

# Sahar Massachi

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I build things from zero. Then I enable others to scale them.

## PREVIOUSLY AT

Meta (née Facebook)  
Wikimedia Foundation  
Integrity Institute  
Blue Rose Research  
(+ various smaller startups)

## SKILLS

### AI

AI system design  
Agentic systems & orchestration  
Harness engineering  
Evals & LLM-as-judge  
Context engineering

### LEADERSHIP

Engineering management  
Technical product management  
0-to-1 org building  
Technical storytelling  
Executive communication  
Community & coalition building

### ENGINEERING

Backend engineering  
Rapid prototyping  
Product sense  
Data pipeline architecture  
A/B testing & experimentation  
Distributed data processing

### TOOLS OF CHOICE

AI harness engineering  
Python • TypeScript • Expert SQL  
FastAPI / Flask • React  
Val Town • MCP  
R • Spark • Airflow  
Java • Trino

## LINKS

sahar.io/now  
sahar.io/then  
sahar.io/projects  
github.com/sayhar

Engineer turned founder turned engineer again (and again). I took my resume (Wikimedia, Facebook) and used it to a/b optimize a presidential election (we won) and launch a think tank on platform alignment (there are laws with my fingerprints on them). Then AI hit, and writing code got fun again. I've built agent systems, harnesses, tooling — all crescendoing to an independent competitor to OpenClaw. My dream job: bring that spirit to a skunkworks team building new AI products inside a larger company.

## EXPERIENCE

### INDEPENDENT | Projects, Writing & Work

2024-2026

- Co-developed **Lobster**, a production-grade always-on agent OS (competitor to OpenClaw). Custom MCP server, vector memory, dispatcher/subagent architecture — built for proactive tasks and collaboration across Lobster instances.
- **Val Town** — growth engineering and customer development at a dev tools startup.
- Went deep on **LLMs and agents**: multi-agent coordination systems, LLM-as-judge evals to clone an author's voice, scaffolding for faster coding on existing projects, and more. See sahar.io/projects.
- Staff contributor, **DataExpert.io** (100k+ subscribers) — *Data Warehouse Setup* and *Stop Using SCD-2* were top-3 posts of 2025. Ongoing bimonthly column.
- Led an election pop-up (**Keyboards for Humans**, sahar.io/kfh): 7+ staff, 10+ partners, \$250K raised in 2 weeks. Built LLM-powered voter outreach tool.

### INTEGRITY INSTITUTE | Executive Director & Co-Founder

2021-2024

- Founded from scratch: a think tank of researchers and engineers who had built social media's safety systems from the inside.
- Built to 10 staff, 16+ fellows, 400+ members from 60+ companies.
- Published 54 technical research guides. 40+ media hits (NYT, WaPo, WSJ, CNN).
- Raised over \$4M from MacArthur, Omidyar, Craig Newmark Philanthropies, and others.
- UK government paid us to help write internet safety codes (Ofcom); European Commission cited our election guidance ahead of 83 elections in 78 countries. Members shaped EU AI Act, UK Online Safety Bill, and more.
- Platform impact: Pinterest rewrote ranking signals based on our work; found problems in Meta's own data their teams had missed — they publicly credited us.

### BLUE ROSE | Engineering Manager

2020

- Built and led 6-person engineering team, optimizing ~\$1.5B in electoral ad spend.
- Improved median ad effectiveness by ~50% through systematic A/B testing at scale.
- Built rapid-response pipeline: 22K survey completes overnight after RBG's death — results in party leadership's hands by morning.
- Ran creative experiments: cat memes mid-survey cut dropout (a comedian friend's idea); rapid content analysis after the contested election.
- Swung the election. (Really.)

## INSPIRED BY

Terry Pratchett  
Aaron Swartz  
Bret Victor  
Vannevar Bush / Memex  
Derek Sivers  
Internet Archive

## AFFILIATIONS

### FELLOW

IDDP @ GWU • 2023  
Roddenberry • 2022  
Berkman-Klein @ Harvard • 2021  
StartingBloc

### BOARDS

Louis D. Brandeis Legacy Fund  
for Social Justice  
Current Affairs (Founding)

## SCHOOL

**Brandeis University**  
**Computer Science**  
B.S. & Master in CS  
Minor in Philosophy  
Minor in Social Justice / Social  
Policy  
Graduated: 2011 & 2012

## SELECTED PUBLICATIONS

*How to save our social media by treating it like a city* • MIT Technology Review (2021)  
*A Meta-Proposal for Twitter's Bluesky* • SSRN (2023, coauthored)  
Foreword • *Introduction to Generative AI* • Manning Publications (2024)  
*The Data Warehouse Setup No One Taught You* • DataExpert.io (2025)  
*How to Get Statistics Right in AB Testing* • O'Reilly / StrataConf (2014, coauthored)

## FACEBOOK | Software Engineer, Data Engineer

2016-2019

- Built the first data system for election integrity at Facebook — prototyped in 10 days for the AL Senate race (2017), ran for years. Cited by Zuckerberg in Congress.
- Led data engineering for all Civic teams; team quadrupled in size under my tenure.
- Productionized text clustering for the Election War Room: took a black-box ML pipeline from zero to modular, hourly embedding-similarity system in days — ops teams could configure it themselves.
- Built the first company-wide social harm metrics. Influenced (blocked! reversed! shaped!) product launches across the company.
- Founded peer learning programs; trained hundreds of engineers. 6.8/7 ratings, highest of any program. Programs continued after my departure.
- Contributed 20% efficiency gains to Presto (open source query engine).

## GROVO | Lead Data Scientist

2015

- First data scientist at the company — built data roadmap, core metrics, and governance from scratch.
- Guided a team of 4 analysts.
- Delivered analysis that unblocked Series C funding in a matter of days.

## WIKIMEDIA FOUNDATION | Data Engineer & Scientist

2013-2014

- Built infra that doubled fundraising revenue year-over-year via A/B testing.
- Created tool to standardize and explore 5+ years of A/B testing data; used to onboard all new hires.
- Identified new methodology for optimal A/B test stopping; work presented at Strata 2013.