

Saamil Chokshi

Data-Driven Innovator | Product Manager & Entrepreneur | SaaS & Analytics |

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Professional Summary

I am a product builder and data-driven entrepreneur with a background in Finance and Operations Management. My career across the technology, healthcare, logistics, and hospitality industries has taught me that the most complex business decisions share a common solution: smart use of data combined with streamlined operational workflows. Currently, I am founding and scaling Datum Pie LLC, a dual-engine technology startup housing an enterprise B2B CRM (MySalesMind (mSm CRM)) and an AI-powered consumer application (MyMealMood (mMm)). I thrive in the space where technical analytics meets business intuition, leveraging my expertise to direct development teams, design intuitive UI/UX, and translate complex datasets into actionable business strategies.

Core Competencies

Product & Strategy: Product Management, SaaS Architecture, UI/UX Strategy, Go-To-Market Planning, Cross-Functional Leadership, Operations Management

Data & Analytics: Mining/Analysis, Predictive Modeling, Business Intelligence, Root Cause Analysis, Process Optimization

Technical Tools: Microsoft Office, Excel (Power Query, Power Pivot), Power BI, SQL, CRM (Dynamics 365), Python, Medidata Rave, SAP, Jira

Professional Experience

Datum Pie LLC & Stackend Solutions LLC, Sparks, NV

July 2024 – Present

Established Datum Pie LLC (Nevada) as a parent holding company to direct the funding, strategy, and technical roadmap for a portfolio of SaaS and mobile products. Acquired Stackend Solutions LLC (Delaware) to serve as the dedicated in-house app development and consulting arm, establishing the corporate framework to staff future technical consultants.

Founder and Managing Partner

Directing the funding, strategy, and development roadmap for two core software products: MySalesMind (mSm) powered by DatumSync and MyMealMood (mMm) powered by DatumBite. Coordinating with designers, consultants, and developers to push products from concept to commercial launches.

- Acquired MySalesMind, an enterprise-grade, multi-tenant B2B CRM platform designed to streamline lead generation and multi-channel outreach for small businesses.
- Directing developers to modernize the CRM's infrastructure, executing a critical migration from PHP 7.2 to PHP 8.5 to ensure robust security and commercial scalability.
- Conceptualized and authored technical specifications for MyMealMood, an AI-powered mobile application designed to simplify meal decision-making using machine learning and group consensus algorithms.
- Conducted grassroots market research with food industry professionals, oversaw the delivery of Draft 1 via a development consultant, and currently scoping Draft 2 leveraging a Flutter developer.
- Drafted comprehensive business plans outlining short- and long-term goals, go-to-market strategies, and subscription tier monetization models to secure \$250k in early-stage seed funding.

Akyrian Systems, New York, NY (Remote)

September 2022 – June 2024

Akyrian Systems specializes in clinical trial technology, focusing on source document extraction and compliance for pharmaceutical and healthcare companies.

QA Consultant

Responsible for testing software applications and ensuring compliance with design specifications and regulatory standards throughout the clinical trial eCRF development lifecycle. Leveraged expertise in interpreting protocols, synopses, and customer requirements to guide study configuration and design decisions.

- Spearheaded end-to-end testing efforts, conducting comprehensive software evaluations to identify bugs/issues before release and delivering detailed reports and actionable insights.
- Developed and executed robust validation plans and strategies to uphold regulatory compliance and quality assurance benchmarks across products and processes.
- Coordinated validation activities in collaboration with cross-functional teams, maintaining seamless compliance through effective communication and knowledge sharing.
- Facilitated formal requirements gathering, development, and testing sessions, ensuring alignment with project scope and complexity.

- Created detailed specifications addressing customer requirements, accounting for intricate project nuances and scope.
- Ensured regulatory adherence by applying FDA, ICH, CDISC, CDASH, and SDTM data management standards throughout the project lifecycle.
- Managed customer UAT activities, leveraging interactive sessions to promptly address issues and implement real-time fixes, fostering a transparent and collaborative environment.

Affirma Consulting, Reno, NV (Remote)

January 2022 – June 2022

Affirma Consulting provides technology and data-driven solutions, including business intelligence and customer engagement strategies.

Data Analyst

Generated an optimized plan to operationalize new deals and updated agreements by summarizing legal contracts.

Supported accurate evaluation of ongoing processes and facilitated sound decision-making regarding future initiatives by developing Excel reports and a Power BI dashboard of quarterly financial incentives data for MSFT executive oversight.

- Conducted SQL-based data analysis on datasets exceeding 1 billion records, ensuring compliance for \$100M+ in quarterly incentives.
- Designed automated Power BI dashboards to enhance business intelligence and executive decision-making, reducing reporting time by 90%.
- Recommended Azure query optimization strategies, improving data architecture and reducing server costs.
- Collaborated with the Licensing & Revenue Management team to align incentive workflows with business operations.
- Developed data visualizations to communicate insights effectively to Microsoft stakeholders.

SK Baseball - Reno Aces, Reno, NV

May 2021 – November 2021

The Reno Aces are a professional minor league baseball team focused on delivering a top-tier fan experience and data-driven operational strategies.

Analytics Coordinator

Provided support for ticketing operations during game days, ensuring smooth transactions and resolving customer inquiries to enhance the fan experience. Assisted with data collection and reporting to improve visibility for management, contributing to the alignment of data strategies with organizational objectives.

- Conducted data mining on 250,000+ customer records, identifying qualified leads to increase sales.
- Delivered exceptional customer service during game days, ensuring smooth ticketing operations and promptly resolving customer issues to enhance fan experiences.
- Developed predictive models for ticket sales using statistical analysis for operational efficiency.
- Created Power Pivot dashboards for data visualization, improving decision-making for sales and marketing teams.
- Collaborated with cross-departmental teams to align data strategies with organizational goals, supporting targeted marketing campaigns and improving ROI.

Pitney Bowes, Sparks, NV

May 2020 – April 2021

Pitney Bowes is a leader in logistics, mailing, and data management solutions, serving businesses worldwide.

Operations Lead, Quality Assurance

Maintained quality control by serving as part of a team to complete periodic quality audits for five departments in the facility. Assisted senior management and area leads in evaluating the ongoing processes by completing daily documentation of all recognized issues and deficiencies. Reviewed the performance of associates and proposed necessary recommendations regarding improvements by generating more than five daily, weekly, and monthly reports. Inspected and reported quality issues on time by devising and applying effective procedures.

- Conducted quality audits across five departments, implementing process improvements that reduced errors.
- Designed and delivered performance tracking reports using Power BI and Excel, improving data accuracy.
- Trained associates in compliance protocols, standard operating procedures, and operational best practices.
- Devised risk mitigation strategies and developed inspection procedures to ensure adherence to quality standards.
- Analyzed and resolved over 20 daily Jira tickets, implementing root cause analysis to prevent future risks.

CFI Holdings, LLC – Saffron Café & Bakery, Clackamas, OR

October 2013 – December 2017

Saffron Café & Bakery was a locally owned business specializing in handcrafted baked goods and creating a welcoming community atmosphere.

Owner

As the sole owner, I managed all aspects of the business, combining hands-on operational work with strategic management to create a successful customer-focused operation.

- Managed all facets of café operations, including baking, customer service, inventory management, and vendor negotiations, to ensure a seamless customer experience.
- Improved operational efficiency by implementing workflow enhancements, reducing waste by 20%, and optimizing inventory controls.
- Built a loyal customer base by providing high-quality baked goods and exceptional service, increasing repeat business and profitability.
- Designed and executed marketing campaigns to drive foot traffic and build community relationships, sustaining long-term growth.

Medidata Solutions, New York, NY

January 2012 – October 2013

Medidata Solutions provides industry-leading SaaS platforms for clinical trial data management and analytics.

Implementation Consultant

Performed root cause analysis of documented issues and found creative solutions in coordination with customer care and IT departments. Communicated with sponsors and clinical study sites for training on the Rave suite of products.

Bach International, LLC, East Rutherford, NJ

December 2007 – October 2011

Importer of luxury silk products and accessories from India.

Owner

Managed operations, vendor relations, and sales strategies to expand market share and optimize logistics.

- Negotiated vendor contracts, reducing costs and lead times by 10% while maintaining product quality.
- Streamlined inventory management systems, minimizing returns and improving order accuracy.
- Increased customer base by 15% through strategic marketing initiatives and sales campaigns.
- Collaborated with manufacturers to improve production processes, ensuring timely deliveries and customer satisfaction.
- Developed data-driven performance dashboards using Excel macros and pivot tables to improve decision-making.

Madrona Solutions, Seattle, WA

November 2006 – September 2007

A consulting firm specializing in CRM-integrated solutions for business process optimization.

Senior Consultant

Designed and implemented CRM solutions tailored to client requirements.

- Customized Microsoft CRM solutions, enhancing process efficiency and user adoption.
- Authored training materials and conducted workshops for end-user onboarding.
- Performed system testing and wrote validation scripts to ensure reliability and scalability.

Medidata Solutions, New York, NY

January 2006 – May 2006

Project Analyst

Acted as a liaison between project teams and clients to deliver on key timelines and requirements.

- Translated client needs into actionable system functionality specifications for seamless implementation.
- Collaborated with project managers to ensure alignment between clinical services and project timelines.
- Conducted regular client updates and maintained progress reports to track deliverables.

Medidata Solutions, New York, NY

October 2002 – December 2005

eCDM Specialist, Team Lead Data Outputs

Led a team to configure data systems, ensuring compliance and optimizing study outputs.

- Supervised a team of 11 specialists, ensuring timely completion of electronic data capture and output deliverables.
- Configured 100+ clinical studies using Medidata Rave, improving data accuracy and compliance.
- Authored dataset specifications for data management, ensuring consistency in structure, transfer methodology, and format.
- Developed and validated output tables using SQL Server, SAS, and Medidata Rave, ensuring high-quality results.
- Established best practices for data extraction workflows, reducing errors by 25% and improving team productivity.

Education

Bachelor of Science in Finance & Operations Management (2003)

University of Massachusetts, Amherst, MA