

BEHRANG BEHJOO

Business Intelligence & Analytics Leader | Revenue Intelligence | AI-Native Analytics

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SUMMARY

Analytics leader who builds insight-driven functions from zero and partners with executive teams to translate complex data into clear recommendations for senior leadership across Sales, Finance, Marketing, and Customer Success. Ten plus years architecting semantic models, measurement frameworks, and self-service platforms used for forecasting, board reporting, and Go-to-Market (GTM) decisions. Deep expertise in SaaS measurement (ARR/Bookings, ACV, NRR, GRR, churn, LTV, CAC, unit economics), consumption and usage-based revenue analytics, and AI-native analytics, with a track record of three promotions in three years and ownership of board-level metrics at \$300M+ ARR.

CORE COMPETENCIES

Analytics Strategy & Insight Delivery • Executive Storytelling & Senior Leadership Communication
Semantic Modeling & Data Architecture • SaaS Measurement (ARR/Bookings, NRR, GRR, LTV, CAC)
Consumption & Usage-Based Revenue Analytics • AI-Native Analytics & Conversational BI
Self-Service Enablement • Modern Data Stack (dbt, Airbyte, Dagster)
Data Governance & Quality Frameworks • Production-Ready Data Modeling
High-Performing Team Building • C-Suite Partnership (CFO, CRO)
Cross-Functional Project Leadership • Quote-to-Cash (Q2C) Integration

PROFESSIONAL EXPERIENCE

Senior Analytics Manager | Rula (Health Tech, Fast-Growing Series C)

Jun 2026 - Present

Recruited into the Finance organization, reporting to the VP of Analytics, to own measurement for new business verticals and GTM data quality.

- Own measurement frameworks for new business verticals and GTM data quality across a two-instance Salesforce estate: employer-partnership attribution, benefits-verification mapping, campaign tracking completeness, and governance.
- Design statistical frameworks for GTM and product experimentation, including retrospective program analyses and geo-clustered ad testing, partnering across Finance, Product, and Revenue Operations.

Director, BI & Analytics | Turnitin (Ed-Tech SaaS, \$300M+ ARR, 1,000+ employees)

Jan 2022 - Jun 2026

Promoted three times (IC, Senior Manager, Director). Built the analytics function from scratch within Revenue Operations.

- Built BI & Analytics function from solo IC to a global team of 5 across the US, UK, and Philippines, plus a mentored power-user network across functions; served as the strategic insights engine for Sales (rep productivity, capacity, quota modeling, campaign influence), Finance, Marketing, Product, and Customer Success.
- Designed and owned core SaaS measurement frameworks (ARR, ACV, NRR, GRR, churn, LTV, CAC) used for quarterly forecasting, board reporting, and executive operating reviews; partnered with CRO, CFO, and Regional VPs to standardize metric definitions across regions.
- Architected AI-native analytics layer including semantic model enabling conversational BI, natural language querying, and AI-generated insight narratives; democratized data access for non-technical stakeholders.
- Led dual-phase data platform transformation from Excel and Sheets to Alteryx and Tableau to dbt with Airbyte and Dagster; migrated 50+ Alteryx workflows to dbt in 6 months using AI-assisted development, and owned budget, vendor strategy, tool selection, negotiation, and renewals.
- Established Data Quality Council and governance framework with automated testing, audit-ready documentation, and data quality monitoring; shifted culture from reactive fixes to proactive stewardship.
- Engineered contract-level data bridge between Salesforce CRM and NetSuite ERP, automating reconciliation across the Quote-to-Cash lifecycle with 100% financial data integrity.
- Built consumption analytics auditing product usage against contracted entitlements across the install base; surfaced \$3M in unbilled expansion revenue and drove renewal pricing strategy.
- Designed AI-powered renewal prioritization agent for Customer Success covering 10,000+ renewal accounts, leveraging contract, consumption, and account-health signals to surface at-risk accounts with recommended interventions; adopted by 80%+ of the CS organization.
- Built self-service analytics portfolio of dashboards and exploratory tools, reducing ad-hoc request volume by 40%+; deployed reverse ETL pipelines writing customer health scores directly into Salesforce.

Data Science Manager | Wavemaker (Ad-Tech / Global Agency Network)

Apr 2021 - Jan 2022

- Built full-funnel attribution engines that optimized multi-million dollar media budgets by linking ad spend to conversion outcomes across channels; directly informed resource allocation for global campaigns.
- Won Fortune 500 accounts by translating complex attribution analytics into strategic narratives for non-technical executives, directly contributing to enterprise deal closure.
- Technical lead for audience data strategy and identity resolution using 1st and 3rd party data to build segmentation models powering global media campaigns.

Manager, Strategy & Analytics | PDC (Healthcare Manufacturing and Distribution)

Nov 2019 - Apr 2021

- Built auditable commission payout system for 50+ reps spanning revenue, volume, and margin-based plans; replaced manual spreadsheet process with governed snapshots used by Finance for balance sheet reconciliation.
- Owned pricing and rebate analytics across millions in revenue; built models that identified margin leakage, informed pricing decisions, supported contract negotiations, and drove structural changes to the rebate program.
- Harmonized Orders, Invoicing, and Opportunities data from SAP, Oracle, and Salesforce into a single source of truth across multi-region operations; reduced manual reporting time by 50%.

Senior Data Visualization Specialist | LRW (Material) - Research and Analytics Consultancy

Jan 2015 - Nov 2019

- Built centralized data visualization function from a 1-person pilot to a 5-person team supporting 12+ enterprise accounts.
- Automated data pipelines saving 100+ hours per month; established visualization standards adopted firm-wide.

TECHNICAL SKILLS

Analytics & Modeling: SQL (advanced), dbt (Core and Cloud, semantic layer, dimensional modeling), Python, Alteryx, production-ready data model development, Excel and Google Sheets (advanced)

Data Infrastructure: AWS Redshift (data warehouse, comparable to Snowflake and BigQuery), S3, Dagster orchestration (comparable to Airflow), Airbyte ETL/ELT (comparable to Fivetran), Reverse ETL (comparable to Hightouch and Census)

Visualization & BI: Tableau, AWS QuickSight, Metabase, Conversational BI / NLQ platforms

AI & Automation: Claude, ChatGPT, Gemini, GitHub Copilot, Cursor, AWS Bedrock, MCP Servers, AI Skills and Plugins, Agentic AI Workflows

Revenue & GTM Systems: Salesforce CRM, NetSuite ERP, SAP, Oracle, Pardot, Highspot

Workflow & Collaboration: Jira, GitHub, Git-based workflows, CI/CD pipelines, dbt tests, Agile and sprint management

Familiar With: Snowflake, BigQuery, Databricks, Looker, Fivetran, Airflow, Marketo, HubSpot, Gainsight, Outreach

EDUCATION

M.S. Biomechanics, California State University, Northridge | 2014

B.S. Kinesiology, California State University, Northridge | 2012

ADDITIONAL EXPERIENCE

Course Instructor, DataCamp (Dec 2023 - Apr 2024). Invited to design and teach the Analytics Engineering curriculum on data transformation and workflow automation for the broader data community.

Founder & Author, The Fight Algorithm (thefightalgorithm.com). Independent analytics publication applying data storytelling, statistical modeling, and machine learning to combat sports. Built the pipeline, models, and editorial voice from scratch.