

SUKHMANI BAINS

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Director-Level Business Intelligence & Data Strategy Leader

Enterprise analytics leader with 12+ years building scalable BI and AI platforms and leading high-performing analytics teams. Proven track record delivering enterprise reporting ecosystems, modern data architectures, and executive dashboards supporting financial, operational, and revenue decision-making. Experienced partner to C-suite leaders, transforming complex data environments into actionable intelligence. Built and scaled revenue intelligence platforms supporting \$15B+ in pipeline and executive decision-making across global SaaS operations.

CORE LEADERSHIP CAPABILITIES

Business Intelligence Strategy • Enterprise Analytics Platforms • Executive & Board Reporting • Revenue Intelligence & Financial Analytics • Power BI & Microsoft Fabric • Data Architecture & Governance • Salesforce & Anaplan Integration • Cross-Functional Leadership • Team Development & Mentorship

PROFESSIONAL EXPERIENCE

Aptean, Senior Manager, Revenue Intelligence & Insights

Alpharetta, GA | Aug 2025 to Feb 2026

- Led a 5-person Revenue Intelligence team embedded in Sales Operations; strategic analytics partner to RevOps, Finance, Marketing, and executive leadership across pipeline, bookings, and revenue performance
- Architected a Microsoft Fabric medallion architecture (Bronze to Silver to Gold) integrating Salesforce, bookings, pipeline, ARR, and marketing data into a governed revenue Lakehouse, enabling a 20% improvement in forecast accuracy
- Owned the enterprise revenue reporting ecosystem for board, CEO, COO, and CMO decision-making; consolidated AOP, quotas, bookings, pipeline, and ARR into one Power BI environment
- Developed full-funnel analytics from TAM/SAM/SOM market sizing through MQL, SQL, pipeline, and closed-won revenue, connecting marketing investment and sales performance to revenue outcomes
- Led Salesforce revenue systems integration and standardized revenue logic: closed-won treatment, order segmentation, renewal classification

Mill Creek Residential, BI Architect

Atlanta, GA | Jan 2025 to Aug 2025

- Led a large-scale Vena archiving initiative removing 1.5 billion legacy records, cutting model refresh from 11 hours to 2 and materially accelerating the financial close
- Directed the REFINE (Real Estate Finance Excellence) initiative aligning pro forma deal models with live financial reporting for corporate real estate finance
- Designed a cloud-native financial data modernization roadmap on lakehouse principles (Bronze/Silver/Gold), integrating Power BI with Microsoft Fabric and OneLake for CFO-level predictive analytics
- Partnered with finance, FP&A, and investment teams to centralize deal modeling workflows, improving governance and data accuracy

FORTNA, Director of Business Intelligence

Atlanta, GA | Nov 2023 to Oct 2024

- Led the enterprise BI function supporting financial reporting, operational analytics, and executive decision-making across global operations
- Directed the AR/AP consolidation integrating five ERP systems via Vena, cutting reporting times in half; the resulting financial visibility enabled early loan repayment, the company's largest single cost-cutting measure, avoiding roughly \$40M in interest expense
- Led Planful implementation centralizing consolidation, planning, and budgeting, reducing financial close cycles from 15 days to 5
- Integrated Anaplan planning and forecast data into enterprise BI models for budget, forecast, actuals, and variance visibility
- Established a global BI support function on Kanban with a 90% two-week SLA; maintained 100% team retention through rapid platform modernization
- Implemented master data management on Boomi aligned with Deloitte's strategic recommendations

FORTNA, Manager of Business Intelligence & Data

Jacksonville, FL | Jul 2022 to Oct 2023

- Trained and mentored a 6-person cross-functional BI team; established a culture of continuous improvement
- Automated 60+ enterprise reports across Power BI and Tableau, integrating project management, ERP, and financial systems
- Built a BI server environment with Microsoft Dynamics AX replication for near-real-time financial and Salesforce reporting
- Led documentation and reporting for a \$3 billion post-merger financial consolidation

FORTNA, Enterprise Data Architect

Jacksonville, FL | Jan 2021 to Jul 2022

- Architected the enterprise BI data platform supporting Power BI and Tableau analytics across operations, finance, and project delivery
- Developed SQL-based ETL integrating ERP, CRM, and operational data; designed warehouse schemas and governed KPI definitions
- Implemented Power BI semantic models enabling consistent, self-service analytics across business teams

Florida Blue, Senior Business Intelligence Developer V

Jacksonville, FL | Dec 2018 to Oct 2019

- Led enterprise reporting for Enrollment & Billing; mentored junior developers supporting director-level stakeholders
- Architected integrated data solutions across Snowflake, DB2, Oracle, and SQL Server; delivered Power BI, Tableau, and SSRS solutions

Earlier Career (2014 to 2018)

BI Developer, Data Architect, and Consultant roles

- Kforce (Tampa): Azure transition, 30+ automated reports, executive Power BI dashboards
- Jackson Hewitt (Sarasota): Power BI proofs of concept, Azure data strategy, SSRS optimization
- ACTS (Jacksonville): client-facing BI solutions, row-level security frameworks, offshore delivery
- Credit Union One (Ferndale, MI): data marts, month-end automation, BI strategy
- Exsilio Solutions (Redmond, WA): enterprise BI consulting, SSIS/SSAS optimization
- City of Jacksonville: data warehouse operations, leadership dashboards, cost-saving analyses

TECHNICAL SKILLS

Data & BI Platforms: Power BI, Microsoft Fabric, Tableau, Qlik | **Data Engineering:** SQL Server, T-SQL, SSIS, Azure Data Factory, Snowflake | **Systems:** Salesforce, Clari, Planful, Vena, Anaplan, Boomi | **Capabilities:** Data

Modeling, ETL/ELT, Forecasting, KPI Design, Revenue Analytics **AI & Data Innovation:** LLM Applications, AI-Assisted Analytics, Prompt Engineering, LangChain (Foundational), Agentic Workflows, MCP Server Concepts

EDUCATION

Bachelor of Science, Computer and Information Science, University of North Florida