

Sinan Ersin

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PROFESSIONAL SUMMARY

Data & Analytics leader with 7+ years of experience in B2B SaaS, specializing in Revenue Operations, GTM analytics, and executive reporting. Proven track record of building scalable analytics products, improving pipeline visibility and forecasting accuracy, and leading high-performing teams. Trusted partner to senior RevOps and GTM leadership, translating complex data into clear, actionable business decisions.

SKILLS

Analytics & Data: SQL, Tableau, BigQuery, Salesforce, Python, Kibana, Data Modeling, Dashboard Design

Business & Leadership: Revenue Operations Analytics, GTM & Pipeline Analytics, Forecasting & Planning, Executive & CRO Reporting, Stakeholder Management, Team Leadership & Mentorship

WORK EXPERIENCE

Elastic | Amsterdam, NL

Senior Manager, RevOps Insights & Analytics | Nov 2025 - Present

Elastic is a B2B SaaS company providing search, observability, and security solutions used by enterprises globally.

- Own analytics strategy and roadmap for Sales, Customer Success, and GTM teams, supporting VP and CRO-level decision-making.
- Improved pipeline visibility and forecasting accuracy by standardizing metrics and aligning reporting across Sales and RevOps.
- Expanded self-service analytics adoption across GTM teams, reducing ad-hoc reporting requests and enabling focus on strategic analysis.

Manager, RevOps Insights & Analytics | Aug 2024 - Oct 2025

- Lead and mentor a team of 4 analysts delivering cross-functional dashboards and strategic insights across the revenue lifecycle.
- Managed execution of analytics initiatives across pre-sales, sales, and customer success organizations.
- Delivered dashboards and insights supporting pipeline health, sales forecasting, customer health, and adoption metrics.
- Presented strategic insights to senior leadership and supported QBRs and annual planning.

Senior Data Scientist, Customer Data Office | May 2021 - Jul 2024

- Built and deployed machine learning models for churn, product adoption, and propensity to purchase, with a strong focus on explainability and stakeholder relevance.
- Led analytics initiatives across Customer Success, Services, Training, and Support, owning projects end-to-end from problem definition to delivery.
- Automated and standardized reporting using Tableau, BigQuery, and Salesforce, improving data consistency and scalability.
- Partnered with Product, Sales, and Marketing teams to support customer lifecycle analytics and annual planning efforts.

Analyst, Services Operations & Training Operations | Jan 2019 - Apr 2021

- Developed forecasting and optimization models to support Services revenue and capacity planning.
- Built machine learning and optimization models to inform training location strategy and instructor assignment.
- Created internal dashboards in Kibana and Tableau to support operational decision-making.

OBI4wan | Amsterdam, NL

Graduate Data Scientist | Apr 2018 - Jul 2018

OBI4wan is a data-driven consultancy specializing in advanced analytics and machine learning solutions.

- Developed a predictive model for viral tweets using Twitter API data.
- Applied NLP techniques (TF-IDF, Word2Vec) and ML models (Logistic Regression, Random Forest, SVM).
- Improved baseline model performance by ~10% in F1 score.

EDUCATION

- MBA Essentials | London School of Economics | 2021
- MSc in Data Science | University of Amsterdam | Amsterdam, Netherlands | 2018
- BSc in Industrial Engineering | Özyegin University | Istanbul, Turkey | 2017