Subhankar Das

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Senior Engineering Leader

Senior Leader with 25 years of experience driving business process automation and full-stack application development across consumer electronics, software, and online services. Skilled at **deconstructing complex workflows** to build **AI-driven automation** that delivers measurable ROI and **Six Sigma-level accuracy**.

- **AI & Process Automation:** Designing and deploying AI-powered solutions that transform manual operations into scalable, automated workflows.
- **Business Process Reengineering:** Streamlining and reimagining workflows across survey, finance, and marketing functions to maximize ROI.
- **Full-Stack Application Development:** Building end-to-end applications with embedded AI for intelligent analytics and real-time insights
- **Data Governance & Privacy:** Ensuring responsible AI adoption through privacy-preserving automation and compliance frameworks.
- **Team Building & Leadership:** Leading high-performing global teams to deliver cross-functional innovation and business impact.

Skilled at aligning automation strategy with business outcomes to drive measurable efficiency, growth, and enterprise transformation.

Skills

AI-Assisted Process Automation | Full-Stack Application Development | Business Process Reengineering | Data Engineering | Platform Architecture | AI/ML Workflow Integration | Distributed Data Processing | ETL | Customer Analytics | Marketing Technology (CDP, Campaign Management) | ROI-Focused Automation | Data Governance & Privacy | Team Leadership | Project Delivery

Experience

Apple, Cupertino, CA | September 2011 - Present
Senior Engineering Leader, Business Transformation | Survey Systems | Finance Platforms | Marketing Tech | Privacy Ops

Lead enterprise-scale initiatives in AI-augmented business process automation, transforming manual, multi-step workflows across survey operations, finance, and marketing into intelligent, full-stack systems that deliver measurable ROI, precision, and compliance.

AI-Augmented Process Automation & Survey Operations
- Engineered AI-assisted systems to deconstruct and optimize survey and finance workflows—integrating machine learning for intelligent data processing, validation, and decision support.
- Delivered rapid automation frameworks using AI to replace manual, multi-step operations with end-to-end, self-orchestrating processes—achieving 70% efficiency gains and 4x faster turnaround.

Strategic Leadership in Unified Analytics & Data Transformation
- Led the creation of Apple's unified customer and device analytics platform, delivering executive reporting on key metrics-including active install base growth from 1B+ to over 2B, customer lifetime value, new customer acquisition, upgrade rates, and OS adoption-directly informing C-suite strategy.
- Spearheaded migration of 10+ PB data warehouse to Snowflake, improving analytics performance 4x and reducing infrastructure costs by 35%.

Enterprise Marketing Technology & Personalization
- Developed and implemented a proprietary marketing automation platform, replacing third-party tools saving $2M annually. Enabled seamless, personalized campaign orchestration across product and service launches.
- Integrated customer data into personalized marketing strategies, optimizing engagement through targeted campaigns, driving increased customer acquisition and retention across Apple's ecosystem.

Privacy-First Data Governance & Compliance
- Implemented privacy-by-design automation—embedding anonymization, tokenization, and right-to-forget workflows within business processes.
- Championed responsible AI adoption across survey and finance systems to ensure accuracy, explainability, and compliance with global privacy standards.

Team Building & Cross-Functional Leadership
- Led a global team of 25+ engineers, data scientists, and analysts, driving innovation at the intersection of AI, process automation, and business transformation.
- Foster a culture of experimentation and rapid prototyping, delivering end-to-end AI automation solutions within weeks rather than quarters.

Earlier Experience

Trianz Inc. - Manager, Operations Consulting, Santa Clara, CA | May 2010 – September 2011

- Provided high-level consulting and technical leadership for Fortune 500 companies, driving transformative technological initiatives.
- NetApp: Led migration of auto-support infrastructure to Hadoop, dramatically improving scalability and data mining capabilities.
- Cisco: Architected and implemented comprehensive Enterprise Pricing Solution for Cisco Finance.

Hewlett Packard - Technical Manager, Global Sales Operation, Cupertino, CA | May 2008 – September 2010

- Led enterprise reporting initiatives for HP's Sales Operations teams, delivering $4M in annual savings through process optimization.
- Architected business intelligence solutions and successfully integrated acquired company's data into Enterprise Data Warehouse, improving cross-functional decision-making efficiency by 30%.
- Leveraged RFM analytics to identify sales opportunities, contributing to 20% growth in qualified leads.

Infosys - Senior Manager, Cupertino, CA | April 2000 – May 2008

- Led enterprise data warehousing and analytics initiatives while growing client engagement from $250K to $2.5M annually.
- Architected scalable enterprise data solutions to support marketing and sales operations.
- Built robust reporting platforms that empowered business users with actionable insights, enhancing decision-making across the organization.

Education

Bachelor of Engineering - Civil, National Institute of Technology, Silchar, India

Certification and Training

Technical & Platforms:
Database Architecture & NoSQL | Intermediate PostgreSQL | Databricks Fundamentals & Lakehouse | Snowflake Data Engineer | AWS Development | SAS Programming | Data Visualization

Analytics & AI:
Generative AI Fundamentals | GenAI for Organizational Transformation | Data Science Ethics

Privacy & Security:
Information Privacy Technologist | Privacy Ops Certification | AI Security & Governance | Privacy Law & Data Protection | Security Governance & Compliance | Cryptography

Business & Domain:
Customer Analytics | Supply Chain Logistics & Operations | Research Proposal: Initiating Research | Agile Project Management