



Vin Vashishta

Data & AI Influencer, Author, & Thought Leader

First recognized in 2014, Vin Vashishta has been called a data & AI expert & thought leader by:

IBM

Salesforce

SAP

LinkedIn

NVIDIA

Gartner

30 years in tech in hands-on engineering, leadership, & strategy roles. Best selling author, 'From Data to Profit' (Wiley). 3X Founder. Vin's current business is one of the oldest data & AI consulting companies in the world. Top 10 AI thought leader, Gartner Ambassador, and LinkedIn Top Voice.

HERE'S WHAT

YOU GET

A Trusted Brand

Recognized As A Data & AI Influencer For 11 Years.

An Engaged Community

A Community Is Connected In Ways Followers Aren't.

A Range Of Content

LinkedIn Posts, Articles, Podcasts, Product Explainers, Seminars, Panels, & Keynotes.

A Track Record Of Results

Expert-Level Analytics & Deep Experience Combine To Customize Content For Quantifiable Impacts.



Rates & Services

FOR PACKAGES, INTERNATIONAL IN-PERSON KEYNOTES,
CONFERENCE & ANALYST DAY SOCIAL COVERAGE, PRIVATE
SEMINARS, OR TO SET UP AN INITIAL MEETING, EMAIL:
INFO@V2DS.COM

Even with a repeat booking rate of over 70%, it's impossible to guarantee specific outcomes. We work with partners to maximize ROI with customized campaigns and content.

VALUE-BASED PRICING

LinkedIn Post \$2,500 | 3 Post Package \$5,500

1200 Word Article \$5,000 | 3 Article Package \$12,000

2000 Word Article \$7,500

eBooks & White Papers \$25,000

60 Minute Podcast \$5,500

60 Minute Promotional Or Product Explainer Video \$9,500

60 Minute Virtual Conference Keynote \$5,500

60 Minute In-Person US Keynote \$10,000 + Travel & Expenses

Newsletter Sponsorship Available



Community Metrics

LinkedIn Community Composition 195,000

One Of The Most Trusted AI Newsletters



Substack
12,500 Subscribers
& Followers

OUTCOMES BEHIND

LinkedIn Annual Totals

Impressions	Engagements	Comments
25,000,000	200,000	18,000

THE METRICS

Data Infrastructure Startup Client 4 Month LinkedIn Campaign.

LinkedIn Posts: **570,000 Impressions, 2800 Reactions.**

KPI Impact: Increased Product Awareness Scores From Near 0 To A Well-Recognized Product In The Data Infrastructure Space & Over 3000 Signups For Live Events And Webinars.



Highly Quotable

WSJ

LinkedIn



The Information

5 STARS ON YELP

Always easy to work with and open to different types of collaborations.

IBM Influencer Marketing Team

Amazing turnaround times! We don't know how you do it.

SAP Influencer & Analyst Relations

Thank you for always being so responsive!

Onalytica Influencer Management Team

In The Room With...





Key Clients



CLIENT OUTCOMES IN FOCUS

Large Enterprise Technology Client 2 Month Campaign. Package of Articles, LinkedIn Posts, & Podcast Appearances.

LinkedIn Post 1 Performance: **79,000 Impressions, 849 Reactions, 41 Comments, 52 Reposts**

LinkedIn Post 2 Performance: **82,000 Impressions, 648 Reactions, 71 Comments, 33 Reposts**

Article 1 (Substack): **4,700 Reads**

Article 2 (Substack): **4,200 Reads**

KPI Impact: Increased Product Awareness Scores, Product Launch Event Attendance, Product Landing Page Visits, & New Enterprise Customers.



Telling A New Story

SAP AI Platform Launch. Sapphire 2024

"I don't think another business can duplicate what SAP currently delivers. Most internal-facing features on your data and AI roadmap work out of the box without additional fine-tuning or data team effort."

IBM watsonx GenAI Product Launch. Think 2024

"IBM has the best platform approach to accelerating AI maturity and helping customers navigate the multi-technology landscape."

VIRAL CONTENT

THAT SPREADS THE

MESSAGE

The collage features five LinkedIn posts by Vin Vashishta, an AI Advisor and author of "From Data To Profit". Each post includes engagement metrics such as impressions, comments, and reposts.

- Post 1 (Top Left):** "I have been hiring data scientists for almost a decade. Independent projects make candidates without extensive experience stand out from a crowded field." 15 comments, 7 reposts, 49,548 impressions.
- Post 2 (Top Right):** "I'm not interested in the Generative AI startup that raises \$1B+. I'm waiting for the startup that only needs \$25M." 97 comments, 36 reposts, 324,397 impressions.
- Post 3 (Bottom Left):** "AI hype stole \$4 billion from Palantir this week, and it's another sign that investors expect AI hype to turn into revenue and cost savings. Palantir reported 13% revenue growth from last year AND said they'd make more this year than analysts estimated. Palantir still took an 11%..." 31 comments, 11 reposts, 76,928 impressions.
- Post 4 (Bottom Center):** "Hard Truth: The people writing checks don't know DataBricks or Snowflake. They don't want infrastructure and tooling." 484 comments, 958 reposts, 2,466,012 impressions.
- Post 5 (Bottom Right):** (Partially obscured, but shows engagement metrics).