



Sinda Khenine

Senior Big Data & Business Intelligence Engineer
Founder of SKatalyst AI · Author · ML Conference Speaker
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Senior data and business intelligence engineer working across enterprise data engineering, governed analytics, document understanding, context engineering, and reliable enterprise AI. Experienced in large-scale processing, predictive modeling, decision support, and AI-driven automation.

EXPERIENCE

Senior Big Data & BI Engineer

Electrolux Germany · Sep 2020 to Present

- Develop enterprise analytics and business intelligence capabilities for industrial decision support.
- Build and maintain large-scale data processing and governed analytical workflows.
- Apply predictive modeling to forecasting, optimization, and pattern discovery.
- Contribute to AI automation and structured technical reporting.

Big Data Analyst

Electrolux Germany · Sep 2019 to Aug 2020

- Developed dashboards for consumer feedback and product-performance analysis.
- Processed heterogeneous datasets for business intelligence and reporting.
- Supported predictive modeling and data-driven decision support.

Data Scientist

DomElec, Tunisia · Feb 2017 to Jul 2019

- Developed forecasting and predictive models for operational planning.
- Applied statistical and machine-learning methods to engineering and business questions.
- Integrated heterogeneous sources for analytics and decision support.

SELECTED EXPERTISE

Enterprise data architecture	Big Data and Apache Spark
Business intelligence and governed analytics	Artificial intelligence and machine learning
Context engineering	Reliable AI agents
Document understanding and validation	Predictive analytics
Technical writing and conference speaking	

EDUCATION

Engineering Degree, Big Data & Business Intelligence

Ecole Polytechnique Internationale
2018 to 2020

Engineering Degree, Computer Science

ESPRIT
2017 to 2018

SELECTED WORK

SKatalyst AI

Founder-led work connecting fragmented business data to governed analytics, documentation, and customer-owned AI capabilities.

Context Engineering for Reliable Enterprise AI

Research and conference work on source quality, retrieval, permissions, provenance, and evaluation for enterprise agents.

Document Understanding at Scale

A modular approach to noisy OCR, changing layouts, validation, and human review.

The Subconscious Architect

A forthcoming book introducing the five-layer Living Blueprint for understanding hidden patterns beneath behavior and identity.

SPEAKING

UPCOMING

ML Con Berlin 2026

Context Engineering Is the New Prompt Engineering
From Context to Action: Engineering Reliable Autonomous Enterprise Agents

COMPLETED

ML Con Munich 2026

Document Understanding at Scale

COMPLETED

ML Con Berlin 2025

Unlocking Strategic Insight with Unified Data Repositories and AI Copilots

COMPLETED

ML Con Munich 2025

Leveraging Unified Data Repositories and AI Copilots for Strategic Optimization
AMA Session with the ML Experts

WRITING

IN EDITORIAL REVIEW

Context Engineering Is the New Prompt Engineering

DRAFT

AI Agents in the Enterprise

FORTHCOMING

Context-Aware Ingestion

PUBLICATION PREPARATION

The Subconscious Architect

EDUCATION AND RESEARCH

PLANNED

Planned PhD Research

Expected start: Q4 2026

Reliable enterprise AI, context engineering, data governance, and agent systems.

PUBLIC LINKS

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