PODCASTS

Unlocking Enterprise Orchestration with Sensei Labs: A Deep Dive with Jay Goldman

Jay shares insights into the unique challenges of scaling a software business and the power of data in driving accountability.

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Topics Covered:

- How Sensei Labs spun out from Klick Health to create the Conductor platform
- The critical role of ambient data in optimizing business operations
- Strategies for high accountability and reducing project status reporting
- The future of enterprise orchestration with Sensei Labs

Introduction

In this episode of the Entrepreneur Story Podcast, Dennis Crowley sits down with Jay Goldman, co-founder and CEO of Sensei Labs, to explore the story behind Sensei Labs, its flagship product Conductor, and the company's mission to revolutionize enterprise orchestration. Jay shares insights into the unique challenges of scaling a software business, the power of data in driving accountability, and the company's innovative approaches that help organizations achieve seamless project management and KPI tracking.

From Klick Health to Sensei Labs: The Birth of Conductor

Jay Goldman describes the origins of Sensei Labs as a spinout from Klick Health, one of the world's largest commercialization partners for biopharma. Initially developed as an internal platform called Genome, it evolved to support Klick's operations and eventually caught the eye of external clients who demanded similar capabilities. The launch of Sensei Labs was driven by a compelling market need—enterprises required a sophisticated orchestration tool that could handle project portfolio management, KPI tracking, and collaboration in one cohesive platform. This led to the creation of Conductor, a powerful tool now used by some of the largest companies in the world.

Leveraging Ambient Data for Enterprise Optimization

One of the key differentiators for Sensei Labs is its focus on using ambient data—information generated passively through normal business operations—to provide deep insights into team performance and project progression. Jay explains that this data is free from the biases often associated with self-reported data, making it invaluable for identifying trends and inefficiencies within an organization. By tracking task flows, response times, and project statuses, Conductor helps companies optimize operations, reduce bottlenecks, and drive accountability across teams.

Driving Accountability and Reducing Status Reporting

A significant pain point in large-scale projects is the excessive time spent on status reporting, which can account for up to 25% of a project's budget. Conductor addresses this issue by automating much of the status reporting process, allowing teams to focus on high-value tasks. Jay discusses how Conductor's task management features foster a culture of accountability, tracking deadlines, and prompting conversations around project delays before they become critical issues. The result is a streamlined workflow that enhances productivity and ensures that every team member is accountable for their tasks.

The Future of Enterprise Orchestration with Sensei Labs

Looking ahead, Sensei Labs aims to expand its reach across various industries, offering tailored orchestration solutions for enterprise, client, and portfolio needs. With partnerships with major

consulting firms like Kearney, Sensei Labs continues to refine its platform, integrating cutting-edge features that empower businesses to orchestrate complex projects, improve decision-making, and achieve their strategic goals. Jay emphasizes that the company's focus remains on growth and innovation, making Conductor an indispensable tool for enterprises navigating the challenges of modern project management.

Conclusion

Sensei Labs and its Conductor platform exemplify the future of enterprise orchestration, merging data-driven insights with powerful project management capabilities. By leveraging ambient data and fostering accountability, Sensei Labs helps companies optimize their operations and drive sustainable growth. For organizations seeking a comprehensive orchestration solution, Conductor offers a transformative approach that redefines how businesses manage their most critical initiatives.

Frequently asked questions

What is ambient data and why is it more reliable than status reports?

Information generated passively by normal work, task flows, response times, project status changes, rather than reported by people. Jay Goldman of Sensei Labs explains that ambient data is free of the biases in self-reported status, which makes it more reliable for spotting trends, bottlenecks, and inefficiencies across teams.

How does a platform create accountability without adding reporting overhead?

By making commitments visible and prompting the conversation before a deadline is missed. Goldman describes Conductor's task management tracking deadlines and surfacing delays early so the discussion about a slipping item happens while it can still be recovered. Accountability comes from visibility, not from more reporting.

How much of a project budget is consumed by status reporting?

Up to 25% of a project's budget in large-scale programs, per Goldman. Automating status reporting from live data is the single biggest efficiency gain most transformation teams can make, because it frees that effort for the work the program actually exists to deliver.

Where did Sensei Labs and Conductor come from?

As a spinout from Klick Health, where an internal platform called Genome ran the company's operations. External clients asked for the same capabilities, and Sensei Labs was formed to build Conductor as a standalone platform combining project portfolio management, KPI tracking, and collaboration. It's now used by some of the largest companies in the world, often through partners such as Kearney.

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