CustomWeather Names Senior Operating Team to Execute Next Phase of Growth

Luana Lewis, Saurabh Dharia, and Rupa Friedhoff join the company as Moonshot Partners builds out its earth and climate intelligence platform

CustomWeather

Moonshot Partners

TYSONS, VA, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- MILL VALLEY, CA and TYSONS, VA — CustomWeather, Inc., a global weather data and forecasting company and the first company in the Moonshot Partners portfolio, today announced the appointment of three senior executives to lead its next phase of growth. Luana Lewis joins as President and Chief Revenue Officer, Saurabh Dharia as Chief Technology Officer, and Rupa Friedhoff as Chief of Staff. Geoff Flint, co-founder of CustomWeather, will serve as Chief Operating Officer. All four report to Haresh Bhungalia, Chief Executive Officer of CustomWeather and Founder of Moonshot Partners.

The appointments follow Moonshot Partners' acquisition of CustomWeather earlier this year. That transaction established the foundation of Moonshot's platform: twenty-five years of forecasting science, hyperlocal coverage of more than 85,000 locations worldwide, and long-standing customer relationships across weather-sensitive industries. This team is charged with several strategic goals: expand market reach, modernize the technology platform, and prepare the business to serve as the operating core of a broader earth, weather, climate, and geospatial data ecosystem.

Luana Lewis brings more than two decades of operating leadership at the intersection of data, government, and organizational performance. She served as President and Chief Operating Officer of CollabraLink Technologies, a $70 million tech-enabled services business delivering digital transformation and mission support to federal agencies, including the National Oceanic and Atmospheric Administration (NOAA). Earlier, as Senior Vice President at 2020 Company, LLC,

she led the company's Science and Education Sector, running program management, business development, and client delivery for NOAA, the Department of Education, and the U.S. Patent and Trademark Office. Her career began in enterprise transformation at Accenture and now includes founding Grace Strategy, a woman-owned consulting firm in Washington, DC. For over twenty years, her work has centered on climate science, supporting organizations that steward critical environmental and earth systems data and helping them modernize infrastructure, strengthen governance, and translate scientific insight into real-world impact. As President and Chief Revenue Officer, Lewis will lead commercial strategy, go-to-market execution, and customer growth across CustomWeather's enterprise, government, and developer markets.

Saurabh Dharia brings over 25 years of global technology leadership, specializing in enterprise architecture, large-scale data platforms, and AI-driven innovation. A seasoned executive and entrepreneur, Dharia previously founded and served as CEO of marGenius, an AI relationship intelligence platform, as well as SearchRidge and Consilium Consulting. His track record includes restructuring core enterprise systems for Fortune 100 companies and architecting digital transformation initiatives that accelerated valuation growth by more than 5x. As Chief Technology Officer, Dharia will lead CustomWeather’s global technology strategy, modernize platform architecture, scale data infrastructure, and drive the engineering roadmap for high-resolution weather intelligence products.

Rupa Friedhoff brings more than twenty years of experience across services, tech-enabled services, and SaaS businesses, with a technical foundation that includes an early career as a software developer. Most recently she served as Chief of Staff at Casepoint, a data discovery software company acquired by Thoma Bravo, where she helped scale the business to $50 million in revenue, led capital raise processes, and oversaw post-merger integration. She works comfortably with engineering teams and investors alike, and specializes in leading cross-functional initiatives that require clarity, alignment, and discipline. As Chief of Staff, Friedhoff will drive executive priorities, operating cadence, and integration planning across CustomWeather and the wider Moonshot portfolio.

"Acquiring CustomWeather was the first step. Executing on what it can become requires operators who have done this before," said Haresh Bhungalia, Founder of Moonshot Partners and Chief Executive Officer of CustomWeather. "Luana has spent decades inside the climate and earth data community and understands both the science and the customers. Saurabh has rebuilt technology platforms at scale and knows how to turn data assets into products. Rupa has deep operational expertise driving organizational scale through growth and integration. Together they give us the leadership depth to grow CustomWeather and to build the platform around it."

"CustomWeather has something that is genuinely differentiated: trusted data, global coverage, and customers who have relied on it for more than twenty-five years," said Luana Lewis, President and Chief Revenue Officer of CustomWeather. "The opportunity now is to put that intelligence in front of the global organizations that need it — and to make it easier for them to use. That is what drew me here, and it is where we will focus first."

CustomWeather will continue to serve its customers with the reliability, responsiveness, and specialized expertise for which it is known.

Moonshot Partners continues to evaluate acquisitions in weather and climate data, geospatial analytics, environmental risk modeling, and related software. The firm invests long-term capital and structures transactions to offer immediate liquidity to existing shareholders while allowing them to participate in the platform's long-term value creation. Founders and owners considering their next chapter can reach the team at leadership@moonshot.team.

About CustomWeather
Founded in 2000 and headquartered in Mill Valley, CA, CustomWeather delivers global weather data and forecasting services through scalable APIs, providing real-time observations, high-resolution forecast models, and severe weather alerts. Its data is used by enterprises, governments, and developers to power applications, automate decision-making, and improve operational resilience in weather-sensitive industries around the world. CustomWeather is a Moonshot Partners company. For more information, visit https://customweather.com/.

About Moonshot Partners
Moonshot Partners is an investment and operating platform focused on the earth, weather, climate, and geospatial data ecosystem. Founded in 2025 and headquartered in Tysons, VA, the firm acquires and operates businesses that transform complex environmental data into actionable intelligence, products, and decisions, investing with no predetermined holding period. Moonshot Partners combines long-term capital with hands-on operational support, partnering with management teams to preserve what makes their companies successful while helping them reach their next stage of growth. Its portfolio includes CustomWeather. For more information, visit https://moonshot.team.

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