

Rommy Ghaly

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Profile

With over 20 years in data roles, I drive product, operational, and strategic decisions through data. As VP of Data at CircleCI, I lead strategy, operations, execution, and R&D for the Data team, collaborating with cross-functional stakeholders to fuel business and product growth. I manage and mentor data scientists, ML engineers, analytics engineers, and data engineers across product/GTM data science, experimentation, AI/ML, data platform engineering, analytics engineering, and GTM systems.

I build data cultures focused on deep analysis and insight rather than simple reporting. I expand data's impact as a platform and catalyst for change, delivering analytics, standalone data products, and AI/ML-powered features.

Most importantly, I am rapidly reimagining data team workflows within the AI paradigm. Embracing curiosity and calculated risks, I push bold bets on data architecture, contexts, semantics, skills, and agents. Data teams evolve constantly; I am committed to redefining how my teams operate and innovate for the future.

Work Experience

03/2022 – present

New York, NY, United States

VP, Data CircleCI

- Lead strategy, operations, and execution across five data domains: product analytics, GTM/G&A analytics, ML development, analytics engineering, and data platform engineering
- Manage and coach a cross-functional team of data analysts, scientists, analytics engineers, and data engineers; conduct hands-on analysis daily
- Reorienting team, practice, and platform around AI by building agents, skills, and semantic layers for development and self-service
- Drive AI adoption org-wide to accelerate analysis and boost operational efficiency; develop ML models and leverage LLMs to power core product features
- Partner with exec, product, and GTM leadership to identify data gaps, redefine core metrics, and improve instrumentation and tooling
- Spearheaded data contracts, pipeline redesign, model optimization, and data quality initiatives, delivering >\$500K in infrastructure cost savings
- Built an enterprise data platform integrating CRM (HubSpot), customer success (Vitaly), CPQ (DealHub), CRM enrichment (Clay, 6sense), Usage API, financial reporting, and AI/ML
- Foster a culture of deep analysis over reporting, emphasizing data storytelling, statistical rigor, and documented methodology
- Member of exec team; promoted twice (previously Sr. Director, Data & Business Systems and Director, Product Analytics & Data Science), consolidated data teams to unify the data and systems vision

10/2020 – 03/2022

New York, NY, United States

Director, Data Science Mode

- Led and expanded the data science and engineering function at an analytics SaaS company
- Managed a team of data scientists driving value across the organization through deep analysis of user, product, and commercial data and the correlations therein
- Modeled data in dbt, built and maintained reports and dashboards related to the business and product. Focused on customer success - joining customer calls and building reports, generating customer profiles, and measuring benchmarks
- Hosted webinars and wrote blog posts and articles related to data. Managed the data engineers that owned data infrastructure and pipelines (Snowflake, dbt, Segment, Stitch, Fivetran, Airflow, etc)

Work Experience

11/2018 – 10/2020

New York, NY, United States

Director, Analytics and Optimization

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- Drove the overall product analytics strategy and data-driven product optimization efforts at a growth-stage ad network and data science company
- Managed the partner-facing analytics team responsible for being the face of our Predictive Intelligence Platform – measuring product performance on publisher sites and ensuring clear communication, supporting technical sales efforts with publishers
- Managed a team of internal product analysts driving deep understanding of front-end product engagement and user behaviors
- Oversaw the setup, launch, execution, and analysis of all product tests (A/B, MVT) globally in order to inform key product decisions and provide actionable feedback to both product teams and publishers, driving ongoing product evolution and growth
- Helped to drive a new product vision for predictive intelligence on commerce sites

10/2015 – 03/2019

New York, NY, United States

Director, Strategic Partnerships

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- Pivoted from an internal analytics role to an external partner-facing role drawing on twelve years of data experience and product strategy
- Managed our largest publisher relationships in the world's largest travel ad network, moving them into their next phase of rapid, iterative growth
- Brought in massive incremental partner growth through a deeper focus on data and execution. Significantly exceeded targets every quarter in 2016 and sustained growth and expansion in 2017
- Worked closely with product, data, and engineering teams to help drive the business and product strategy forward using a combination of collecting partner feedback, identifying business and data trends, and executing on innovative product design concepts
- On a day-to-day basis, helped to prioritize and oversee the implementation of dozens of product features via multivariate tests intended to generate more revenue while managing risk
- Analyzed data myself directly, using it to understand trends and drive decisions

10/2014 – 11/2015

New York, NY, United States

Head of Analytics

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- Expanded a data analytics and business intelligence function at an online ad tech startup.
- Built a team of embedded analysts to support the needs of product, commercial, and technology teams in data-driven and data-informed decision-making.
- Drove on-going initiatives around data analysis, reporting, and product/business optimization.
- Grew a team from two to seven data analysts. Trained distributed, embedded analysts to help drive product and business decisions while maintaining cross-product knowledge-sharing between analysts and across functions. Designed a peer review and QA process for ensuring delivery of accurate analyses and conclusions.
- Oversaw product and functional analyses and reports to ensure that they drove value and change throughout the business. Rethought the nature of data work, shifting from broad reporting tasks to deep, thought-driven analyses with impactful results on tactical and strategic decisions.
- Collaborated closely with the data technology team and influenced key data architecture decisions (multivariate testing framework, data retention, technology assessments) as a primary stakeholder and consumer of data.
- Drove data initiatives in source systems to ensure completeness, robustness, and accuracy.
- Personally analyzed datasets in an effort to understand the business and draw new perspectives on product performance.

Education

Management Science & Information Systems | BS
Penn State University