

# CHRISTY AROOPALA, PH.D., MBA

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## DATA & ANALYTICS LEADER | ENTERPRISE ANALYTICS & AI STRATEGY | LECTURER

Senior data science and analytics leader with 15+ years of practitioner experience advising executive stakeholders on enterprise analytics strategy, initiative design, and analytics adoption. Delivered measurable outcomes across insurance, financial services, and tech. PhD research background in experimental design and behavioral analytics. Lecturer in Business Analytics & Decision Science at Rice University Business & UT Austin McCombs Business.

## SKILLS

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Analytics & Data Strategy | Analytics Product Leadership | Predictive Modeling | SQL, R, Python | Snowflake, Oracle | Power BI, Tableau | Data Governance | ETL & Data Pipelines | Generative AI Strategy | AI Integration & Roadmaps | Prompt Engineering | LLMs (GPT, Claude, Gemini) | AI Governance & Ethics | Automation, API Integration | Data-Driven Process Optimization | UX & Experimental Design | Cross-Functional Leadership

## WORK EXPERIENCE

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**RICE UNIVERSITY JONES GRADUATE SCHOOL OF BUSINESS** **HOUSTON, TX**

**Lecturer, Analytics**

08/2026 - present

- Teaching Data Analytics for the Rice MBA program
- Teaching Operations Analytics for the Rice Master of Data Science program

**UNIVERSITY OF TEXAS MCCOMBS GRADUATE SCHOOL OF BUSINESS**

**AUSTIN, TX**

**Lecturer, Decision Science & Analytics**

06/2026 - present

- Teaching Decision Science & Analytics courses for the Business school

**CA STRATEGY & ANALYTICS ADVISORY** (*Boutique Consulting Advisory*)

**HOUSTON, TX**

**Founder & Principal**

11/2023 - present

- Advising leaders on enterprise analytics and AI roadmaps
- Productizing analytics offerings to help organizations develop repeatable frameworks for data governance, modeling, and process optimization
- Designing scalable data products and analytics frameworks for enterprise clients

**MOROCH PARTNERS** (*Marketing Agency*)

**HOUSTON, TX**

**Senior Director Data & Analytics**

06/2024 – 10/2024

- Directed the Analytics & Data Engineering teams at Moroch Partners
- Designed data process protocols that **boosted data workflow efficiency by 25%**

**PMG** (*Digital Marketing Agency*)

**HOUSTON, TX**

**Director of Data Science**

12/2021 – 11/2023

- Led the data science and advanced analytics portfolio supporting marketing and customer analytics initiatives end-to-end with ML solutions
- Launched customer lifetime value data product, **generating \$2.6M in projected revenue**

- Defined adoption metrics and success criteria to track ongoing use of analytics products
- Managed and developed a team of data scientists supporting multiple client programs

**AIG** **HOUSTON, TX**  
**Associate Director Customer Analytics & Insights** 12/2018 – 11/2021

- Developed & deployed predictive models that reduced customer complaints **to historic lows & saved ~\$850K in revenue loss**
- Developed & launched analytics products for AIG customers as well as financial advisors
- Set up and managed data pipelines ensuring model accuracy and compliance
- Managed data science team to design, execute, and deploy analytics solutions
- Advised leaders on enterprise data and analytics platform strategy, governance frameworks, and predictive model/ ML model adoption frameworks

**VMWARE** **HOUSTON, TX**  
**Senior Research Manager, Customer Analytics** 09/2016 – 12/2018

- Delivered actionable product analytics and customer insights to guide product strategy
- Interim team manager, guided cross-team analysts on ETL, data processing & redesigned data QA protocols during a complex transition to a new vendor

**APQC (Management Consulting Firm)** **HOUSTON, TX**  
**Senior Data Scientist** 07/2013 – 09/2016

- Developed predictive model solutions to increase customer retention, product satisfaction for consulting projects

**DIR (Survey Research Firm)** **HOUSTON, TX**  
**Senior Research Associate** 06/2011 – 07/2013

- Project Director, managed multiple strategic programs with cross-functional project teams and budgets

## EDUCATION

**RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS** **HOUSTON, TX**  
 Master of Business Administration (MBA), STEM-designated 05/2026

**Scholarships Awarded:** Forté Fellowship, Robert H. & Judy Ley Allen Scholarship

**Specializations:** AI Strategy, Strategy, Product Development, Entrepreneurship, Marketing

**YALE UNIVERSITY** **NEW HAVEN, CT**  
 Post-Doctoral Research Fellowship & Lectureship, Political Science 08/2010

**Grant Awarded:** National Science Foundation Time-Sharing in the Social Science (TESS) Grant

**RICE UNIVERSITY** **HOUSTON, TX**  
 Doctor of Philosophy, Master of Arts, Political Science 05/2009, 01/ 2006

**Scholarships/ Grants Awarded:** Rice University Graduate Fellowship, National Science Foundation Doctoral Dissertation Grant

**HOUSTON BAPTIST UNIVERSITY** **HOUSTON, TX**  
 Bachelor of Science, Biology, Political Science 05/2003