ANDREW KOMAROMY

PRODUCT & TECHNOLOGY EXECUTIVE

Product Strategy | AI Enablement | Analytics Platforms | Geospatial Intelligence

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EXECUTIVE PROFILE

Product and technology executive with 14+ years at Environics Analytics, progressing from software development and technical leadership to enterprise product leadership. Combines hands-on technical depth with product strategy, spatial analytics, and pragmatic AI adoption to turn complex customer, methodology, and platform decisions into clear roadmaps and executable plans.

Leadership scope: 3 direct Product Managers | ~15-person product organization | 45+ cross-functional influence

CORE EXPERTISE

Product Strategy & Portfolio Leadership | AI Enablement & Product Innovation | Enterprise Analytics & SaaS | Geospatial / Location Intelligence | Platform Modernization | Product Operating Models | Executive Alignment | Team Development & Coaching

PROFESSIONAL EXPERIENCE

ENVIRONICS ANALYTICS | Toronto, Ontario — **Apr 2012 - Present**

Vice President, Software Product Management — **Feb 2021 - Present**

Own product strategy and execution for ENVISION 2 and Core Data API; partner on MobileScapes. Previously held portfolio accountability for ENVISION and EA Vault. Lead three Product Managers and align more than 45 colleagues across Product, Engineering, QA, DevOps, PMO, Data Science, Support, Client Services, and executive leadership.

- Helped compress ENVISION 2's original five-year modernization plan into an accelerated delivery program of approximately one year, aligning a roughly 25-person cross-functional effort around faster insight, simpler workflows, and maintainability.
- Coordinate roadmap planning across multiple teams; clarify priorities, dependencies, and tradeoffs; and translate strategic decisions into executable requirements and releases, including phased U.S. enablement and new reporting capabilities.
- Led review of ENVISION UAT findings, created a focused QA validation package, identified multivariate-ranking methodology issues before release, and improved Area Ranking methodology and user guidance.
- Developed and socialized an AI-assisted user-story approach now used by Product and QA; advanced AI workflows for requirements, enhancement analysis, prototyping, and planning; and contributed to AI Variable Search.
- Coach Product Managers and Product Owners through regular 1:1s, collaborative planning, roadmap discussions, and leadership development to strengthen ownership, decision-making, and consistency across the product practice.

EARLIER EXPERIENCE

Technical Lead — **Dec 2018 - Feb 2021**

- Led delivery of data-intensive analytics and geospatial capabilities, connecting product, methodology, and engineering decisions across multiple teams.
- Guided architecture, implementation, and release tradeoffs; mentored developers; and translated complex analyst and client workflows into maintainable software.
- Supported enterprise reporting, geographic analysis, and mapping workflows central to ENVISION and related analytics products.

EARLIER EXPERIENCE - CONTINUED

Software Developer

Apr 2012 - Dec 2018

- Designed, developed, and maintained enterprise analytics and geospatial applications supporting demographic, consumer, and location-based decision-making.
- Built experience across software engineering, data, reporting, APIs, and mapping that later informed product strategy and executive decision-making.

SELECTED PRODUCT SCOPE

ENVISION 2 / ENVISION Enterprise analytics platforms spanning profiling, targeting, ranking, reporting, geographic analysis, and mapping.

Core Data API Programmatic access to metadata, datasets, and variables for data integration and product workflows.

MobileScapes Mobility and visitation intelligence; product partnership focused on location-based insight and methodology.

EA Vault Prior portfolio accountability for secure tenant and data workflows, including analysis, matching, reporting, audiences, and data movement.

BOARD & COMMUNITY LEADERSHIP

United Hungarian Fund Board Member - governance, oversight, and community impact.

Kodály Ensemble Former President - board leadership, cultural programming, and organizational direction.

Hungarian Canadian Cultural Centre (Magyar Ház) Former Board Member - organizational and community leadership.

EDUCATION & CREDENTIALS

Master of Spatial Analysis Toronto Metropolitan University

Bachelor of Arts, Geographic Analysis Minor in Information Systems - Toronto Metropolitan University

Pragmatic Institute Certified Foundations / PMC Level I

Alteryx Certified Professional Data preparation and analytics

SELECTED PUBLICATION

Geospatial Tools for the Visualization and Analysis of Local News Distribution (2018) Co-author; peer-reviewed conference paper in The Future of Local News: Research and Reflections, Ryerson Journalism Research Centre.

TECHNICAL FOUNDATION

Software Engineering | Analytics Platforms | Geospatial Systems | Data APIs | SaaS Product Delivery | AI-Assisted Workflows | Agile Planning & Delivery