Christian Rossanda

Montreal, QC (relocating to Austria)
+1 (514) 519-0591
christian.rossanda@gmail.com
https://www.linkedin.com/in/christian-rossanda/

Summary

BI and reporting-platform owner with 9 years in ad-tech and finance-adjacent reporting, including 4 years running BI for Unity's ads business, whose reporting moved under Finance in 2026. Owned reporting applications end-to-end (requirements, build, migration, operations, documentation) for executives, Finance, Legal, and Privacy business units. Led the consolidation of enterprise reporting onto Looker, including Finance month-end close, and delivered DSA & GDPR regulatory reporting with automated monitoring. Accounting & Finance degree; hands-on in SQL, BigQuery, Looker, Power BI, and Airflow. Returning to hands-on ownership of reporting platforms.

Work Experience

Unity Technologies (Montreal, Canada | 2022 - 2026)

Sr. Manager, BI Development (2024 – 2026) · **Lead, BI Development** (2022 – 2024)

Owned business intelligence for Unity's ads business (Grow) across programmatic exchange, SDK, privacy & identity, moderation, and overall product analytics, working with Finance, Legal, Privacy, Product, and Engineering.

- Owned the reporting application portfolio for Unity's ads business end to end (requirements, build, release, migration, operations, documentation), serving Finance, Legal, Privacy, Product and executives.
- Founded and led the working group that consolidated Unity onto Looker: migrated the largest report set (Offerwall) and Finance's month-end close reporting, retired the legacy BI Portal and eliminated the enterprise Tableau license, leading to bottom-line cost savings of $450k/yr.
- Rebuilt the Min Commit dashboard and pipeline on BigQuery after its infrastructure was decommissioned. It feeds enterprise multi-year licensing negotiations. Ran vendor (~$700K/yr quote) and internal-rebuild tracks in parallel with TPM/PMO support, and delivered the rebuild.
- Delivered Unity Ads' DSA regulatory reporting (launched Feb 2024) with Looker dashboards and BigEye monitoring. Led privacy-compliance analytics (TCF 2.2, COPPA, CCPA), including measuring a ~40% spend increase from a major DSP after consent-string fixes. Recognized by Unity's Data Governance Council.
- Owned 8 milestones of the 2026 operating plan after the team moved under Finance, including L1/L2 reporting for Offerwall and LevelPlay, a single source of truth for Unity Arcade reporting, self-serve monitoring, and a BI documentation framework.
- Served as leadership's first call for sizing business impact in dollars: a ~$1M iOS 26 attribution incident, a $1.1M/yr market-exit decision, and a top-15 client shutdown with ~$920K/mo profit exposure.
- Built a live Offerwall health-monitoring app (Hex) at an SVP's request; it identified supply velocity as the structural driver of flat revenue and was adopted by leadership and the team.

- Migrated 17 Airflow DAGs off the legacy platform and drove a 60% cut in SDK metrics DAG runtime (45 to 18 min). Made AI-assisted workflows standard, including a production Claude-powered triage agent and an MCP pipeline that auto-generates the weekly executive experiment review.
- Managed up to 12 analysts and developers, including a sub-lead; developed the team through 10 promotions (6 to Staff, 1 into management).

Aylo (formerly MindGeek | Montreal, Canada| 2017 – 2022)

Business Analysis & Reporting Manager (2019 – 2022) · **Lead Business Analyst** (2018 – 2019) · **Business Analyst** (2017 – 2018)

- Reduced monthly sales-accounting discrepancies to within 1%, a first in company history, and streamlined month-end reporting for the sales organization.
- Built the company's revenue reporting stack (SQL/BigQuery, Power BI) in self-serve format; adopted as the standard success metrics across newly formed business units.
- Owned traffic and advertising valuation forecasts used as quarterly sales targets and financial-performance benchmarks.
- Managed the business reporting team for the TrafficJunky ad network, owning traffic and advertising metrics across all company properties.

Skills

BI & reporting platforms: Looker, Power BI, Tableau (including deprecation and migration), Hex

Data & engineering: SQL, BigQuery (cloud data warehouse, comparable to Snowflake), Python, Airflow/ DAG pipelines, BigEye

Finance & governance: month-end close reporting, forecasting, regulatory reporting (GDPR, DSA), privacy compliance (TCF, COPPA, CCPA)

Delivery: requirements-to-release lifecycle, documentation, vendor evaluation, cross-functional stakeholder management

AI tooling: Claude Enterprise, MCP data pipelines, LLM-assisted reporting automation

Languages: English native; Spanish native; French B1; German A1

Education

Concordia University: Bachelor of Commerce, Double Major: Accounting & Finance (2017) · Graduated top 10% (3.84 GPA)