



Alpa Lally

Vice President,
Data Business

**Consumer
Information Services**
Experian North America

Alpa Lally is the Vice President of Data Business for Experian's core business in North America. She is responsible for product management related to Experian's core and alternative data assets which includes, but is not limited to, credit scoring models and tools.

Lally joined Experian in 2012 as an MBA program participant. During her time, she gained broad expertise in key business functions, such as product marketing, sales, and customer assistance. After completing her rotation, she joined the North America Consumer Information Services (CIS) business unit as Director of Prospecting. In 2015, she joined the Global team as a Vice President of Strategy and in 2016, she joined Experian Information Technology Services to lead the Application Programming Interface (API) Center of Excellence team. Most recently, she returned to North America CIS to run Data Business.

Over the past seven years, Lally has driven new product innovation by bridging technology and business strategy and driven double-digit revenue growth in CIS, completing Experian's enterprise-wide assessment of its cyber security posture and launching the global Security First program. Recently, she successfully launched the API Hub which allows for frictionless interaction between clients and Experian while driving speed to market and faster revenue recognition by providing optimal customer/client experiences.

Additionally, Lally is the Women in Experian (WiE) EITS ambassador, the sponsor of the Namaste Employee Resource Group (ERG) and is considered a thought leader in the industry by participating in speaking engagements globally.

Prior to joining Experian, Lally worked in the civil and structural engineering field, in Canada and the United States, where she led design, engineering and development for construction projects.

She has a dual bachelor's in civil and structural engineering from the University of Calgary and her Master of Business Administration from the University of California, Irvine.