

# Angus Hally

Data strategist with a builder's bias and an operator's discipline.

angus.hally@gmail.com · London, United Kingdom · angushally.com · github.com/angushally  
· linkedin.com/in/angus-hally-9ab66a87

## SUMMARY

---

Startup operator and builder. A decade across Accenture and Anmut at the intersection of business strategy, software, and data. Now COO and co-founder at HeyLina, where I own GTM, fundraising, compliance, and the engineering process while shipping the product alongside our developer.

## EXPERIENCE

---

**COO & Co-founder** · *HeyLina* 2025 – Present

- Building a longitudinal emotional-data product; my decade in data strategy is the framework underneath it.
- Built the marketing site, internal operating system, and the engineering process around our mobile developer.
- Run app-store launch operations, the interim raise, clinical advisor relationships, compliance, and pricing.

**Data Strategy Manager** · *Anmut* 2022 – 2025

- Led data-valuation and data-maturity engagements helping enterprise clients price what their data is actually worth.
- Contributor on Grace, Anmut's data-maturity tool, and on the FTSE-100 sector-by-sector data-value research.
- Worked client-side at organisations including JLR; reported into senior data leaders on strategy and prioritisation.

**Head of Product** · *Teamvine (Future Factory Ltd)* 2020 – 2022

- Shipped four digital products in six months while leading agile development teams.
- Secured a £100k UKRI grant.
- Owned product, customer services, sales, marketing, compliance, governance, content, ops, and IP. Effectively the operator function for the business.

**Analyst, then Strategy Consultant** · *Accenture* 2018 – 2020

- Cut my teeth as an analyst on digital-transformation programmes across the Royal Navy, the Police, and the Courts & Tribunals Judiciary.
- Moved into Accenture Strategy: pricing, GDPR, and data-driven insight engagements at large telecoms and insurance clients.

**Mathematics Teacher** · *TeachFirst* · *Burnt Mill Academy, Harlow* 2016 – 2018

- Two-year leadership-development placement teaching GCSE and A-Level mathematics. To this day, the hardest thing I've done.

## EDUCATION

---

**BSc Philosophy & Economics, First Class Honours** · *London School of Economics* 2013 – 2016

## SKILLS

---

<b>Operating</b>	GTM, fundraising, pricing, compliance, hiring, product/engineering process
<b>Data &amp; strategy</b>	Data valuation, data maturity, executive advisory, market research
<b>Engineering</b>	TypeScript, Next.js / React, Node, SQL, Supabase / Postgres, Git
<b>Tooling</b>	Vercel, Mantine, Framer Motion, Vitest, Bun, OAuth integrations (Strava, Raindrop, OpenAI)