Evan M Gray

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EDUCATION

University of California, Berkeley, Haas School of Business   **May 2026 (Anticipated)**
Master of Business Administration

Northwestern University, Evanston, IL   **June 2016**
Dual BS in Applied Mathematics & Industrial Engineering, Magna cum laude
Northwestern Univ. Marching Band (Spirit Team Leader), Boomshaka (Equipment Manager), IE Dept. Academic Prize

EXPERIENCE

Forma.ai, Toronto (Remote)   **2022-2024**
Implementation Manager → Senior Implementation Manager
- Helped scale the business and increase ARR by 25% by leading the largest implementation project in the company's history for a Fortune 200, reducing this customer's resource needs by 20 FTE while improving sales team experience
    - Delivered a solution for an unprecedented user base and data volume in under a year by working with 30+ internal stakeholders across product, UX design, data engineering, and senior leadership
    - Presented strategic recommendations to customer leaders on how to adjust team structure and data governance to adopt our software successfully
    - Decreased initial process runtimes by 80% by partnering with engineering to transition data infrastructure from SQL to Spark while also managing uncertainty of the customer's long-term data structure
    - Increased our company's differentiation in the marketplace by working with product and engineering leads to integrate three new features, designed by my team for this customer, into our core product
- Partnered with the CEO in major sales cycles, leading a team through the end-to-end delivery of a 2-day onsite demo; used technical insight and agile methodologies to achieve the quickest-ever implementation of our software
- Supported continued business growth by increasing the delivery capacity of our implementation team through improved staffing models, revised project management frameworks, and changes to our SoW structure
- Collaborated with the Go-To-Market teams to drive a 30% quarterly increase in enterprise sales leads in 2023 by improving sales knowledge management, revising our pricing framework, and writing expert blogs published on LinkedIn

ZS Associates, Chicago,   **2018-2022**
Analyst → Associate Consultant → Consultant
- Led a global sales compensation software project for a $20B+ multinational, 4x the size of any similar project by ZS. Overcame data gaps and COVID work constraints by advising their Global Director of Incentives on data strategy and iterating on the project plan and software design. Generated $800K+/yr. in additional projects
- Built custom data-intensive sales analytics systems that differentiated ZS from competitors and strengthened our partner relationships; systems built by my team handled $30M/yr. in pay for 5k+ salespeople in 20 countries
- Managed a team of up to 6 developers and analysts in the US and India, delivering $1M+ billable work annually across 3-4 client engagements; designed processes that helped retain talent and double in size over 2 years

Epic System Corporation, Chicago, IL   **2016-2018**
Technical Services Engineer → Team Lead
- Maintained and optimized analytics and SQL database infrastructure for Mayo Clinic and other major hospitals
- Used customer feedback to collaborate with engineering on product enhancements and technical best practices to transform Epic's on-prem analytics platform into a SaaS offering
- Met weekly with customer analytics directors to prioritize work and plan major projects to avoid user impact

ADDITIONAL

- Since 2022, I've played curling at the Chicago Curling Club and helped instruct new curlers in the rookie league
- I DJ and produce house music, and helped found the Chicago-based DJ collective Light Roast Disco
- Aspiring blogger and avid reader, particularly Benn Stancil, David Chapman, Paul Graham, and Venkatesh Rao