

# Evan Gray

## WORK EXPERIENCE

### Forma.ai

Implementation Manager → Senior Implementation Manager

Toronto, ON (Remote)

Aug 2022 - Present

Forma.ai is a 130-person enterprise software startup improving the job experience and performance of enterprise sales teams. I joined as a high-equity contributor to implementation projects, sales, and product design. My primary responsibility is to ensure successful setup and use of our software by partnering with customers and leading teams across the US, Canada, and India.

- Lead the implementation project for our company's largest customer to date, a \$8B+ medical device company whose contract increases annual revenue by 31%
  - Proactively find gaps between customer expectations and our product; partner with product managers, executives, and engineering to design new features and incorporate them into our product roadmap
  - Advise senior customer leaders on how to adjust their organization structure and processes to work best with our software; provide materials and talking points to help them justify these decisions within their organization
  - Coach and provide formal feedback on technical, project mgmt., and communication skills to team members with limited prior experience on enterprise-scale projects; help them grow to own key aspects of the project
- Reduced length of key project phases up to 40% by creating new project mgmt. approaches and driving their adoption
- Helped drive a 30% quarterly increase in enterprise sales leads by coaching sales reps and leading discovery calls with customers; established our company's thought leadership by writing articles published to our website and LinkedIn

### ZS Associates

Analyst → Associate Consultant → Consultant

Chicago, IL

Dec 2018 - July 2022

Within the technology practice, I worked mainly in a small group specializing in sales commissions software. Our team doubled annual billings due, in part, to my success on projects. When I left, I was leading and coaching 5 associates in the US and India.

- Led a multi-year sales software project for a \$20B+ agricultural key account, 4x the size of any similar prior project
  - Ensured the software was deployed on schedule, despite gaps in available data and COVID work constraints, by helping the client redefine their data strategy and routinely revising the project plan and software design
  - Formed a collaborative relationship with the client sponsor, leading to additional projects worth \$1M+/yr.
- Designed and built data-intensive sales performance and analytics systems that differentiated ZS from competitors and strengthened our partner relationships; systems built by my team handled \$30M/yr. for 5,000+ salespeople in 20 countries
- Developed proprietary airline revenue management software; led training and feedback sessions with a Japanese Airline, helping them identify ~\$180M in new revenue opportunities

### Epic Systems Corporation

Technical Services Engineer → System Administrator Team Lead

Madison, WI

Sep 2016 - Nov 2018

I was responsible for the ongoing success of data systems for hospitals worldwide, including their largest customer Mayo Clinic.

- Drove 30+ product improvements through direct work with customers and technical investigation; worked with engineering leads to fix issues for new customers and ensure continued international growth
- Identified new database system best-practices and communicated them in articles published to their whole customer base

## EDUCATION

### Northwestern University

Dual BS in Applied Mathematics & Industrial Engineering, GPA: 3.87, Magna cum laude

Evanston, IL

Sep 2012 - Jun 2016

- Marching Band, Spirit Team leader (2012-2015) – Led weekly pep rallies for football games; created videos and skits
- Boomshaka, Equipment Mgr. (2012-2016) – Organized and performed in four main-stage percussion and dance shows
- United Airlines, Intern (Jul-Dec 2015) – Analyst for internal consulting projects with the enterprise optimization team

## ADDITIONAL

### DJ and Music Group Coordinator

2020-Present

I DJ and produce house music regularly as part of the music group RTX Sessions. I coordinate our group's shows, marketing, and releases.

### Chicago Curling Club

2022-Present

I play curling 3 nights/week in the winter and captain a team. As a co-chair of the rookies' league, I help newcomers to the club learn the rules, history, and culture of the sport.

### Ladder-Up Volunteer

2019-2022

I prepared tax returns for low-income families through a Chicago nonprofit.