

Evan M Gray

evan_gray@mba.berkeley.edu

EDUCATION

University of California, Berkeley, Haas School of Business
Master of Business Administration

May 2026 (Anticipated)

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
 - As lead project manager, delivered a solution for an unprecedented user base and data volume by working with 30+ internal stakeholders incl. sales, product, UX design, data engineering, and senior leadership
 - Presented strategic recommendations to customer leaders on how to adjust team structure and data governance to successfully adopt our software
 - Partnered with engineering to transition data infrastructure from SQL to Spark while managing uncertainty of the customer's long-term data structure, decreasing initial process runtimes by 80%
 - Collaborated with the Head of Product and engineering leads to align product roadmap with customer needs and implement major new modules into our core product
- With the VP of Implementation, built staffing models and improved efficiency of our team through project management frameworks and revising our statements of work; resolved issues causing previous projects to exceed staffing budget
- With the CEO, led a team through the end-to-end delivery of our first onsite demo for a major prospect; drove team efficiency through agile planning and technical acumen leading to the quickest ever implementation of our software
- With the Go-To-Market team, developed narratives to differentiate our product, led sales calls with prospects, and authored content marketing articles, all helping to drive a 30% quarterly increase in enterprise sales leads in 2023

ZS Associates, Chicago, IL

2018-2022

Analyst → *Associate Consultant* → *Consultant*

- Developed proprietary, data-intensive sales performance tools that differentiated ZS from competitors and strengthened our partner relationships; dashboards built by my team were used by 5k+ salespeople in 20 countries
- Led a global sales compensation software project for a \$20B+ multinational, 4x the size of any similar prior 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
- 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, Verona, WI

2016-2018

Technical Services Engineer → *Database Administrator Team Lead*

- Maintained and optimized production analytics and SQL database infrastructure for Mayo Clinic and major hospitals
- Developed backend enhancements, advocated for customer-critical feature requests, and performed experimental SQL database research to support the transition of Epic's on-prem analytics platform into a SaaS offering
- Led infrastructure projects, ran weekly touchpoints, and served as main point of contact for customer analytics leaders

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