

Evan M Gray

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EDUCATION

University of California, Berkeley, Haas School of Business

May 2026

Master of Business Administration

- VP Social of Technology Club, VP Alumni of 1st Generation Club, Teams@Haas Undergrad Coach

Northwestern University, Evanston, IL

Jun 2016

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

- Department Academic Prize, Spirit Team Leader of Northwestern University Marching Band

EXPERIENCE

Partner Element, San Francisco, CA

Strategic Projects Intern

Jun 2024–Aug 2024

Pre-seed Procurement Tech Startup using machine learning to track company-wide purchasing activity

Forma.AI, Toronto, Canada

Implementation Mgr. → Senior Implementation Mgr.

Aug 2022–Jun 2024

\$45M Series B SaaS Startup allowing complex sales commission rules to be programmed with natural language

ZS Associates, Chicago, IL

Associate → Senior Associate → Consultant

Nov 2018–Jul 2022

Epic Systems Corporation, Verona, WI

Analytics Engineer → Team Lead

Sep 2016–Nov 2018

Sales Compensation Project Leadership

- Supported a 25% ARR increase by leading the largest project in Forma's history for a Fortune 200 customer undergoing a spin-off, working with 40+ stakeholders and advising customer leaders in Sales, Finance, and IT
 - Ensured accurate financial reporting by automating \$6M+ monthly accruals of sales commissions (15 FTE reduction), building monitoring dashboards, and presenting analyses to senior finance stakeholders
 - Built trust in the new system (50% global adoption in the first quarter) by creating a partnership with their data team and communicating recommendations on data governance to the project's steering committee
 - Partnered with product to create three new features to improve the UX for key customer stakeholders
- At ZS, led a team of four on a multi-year sales software transformation project for a \$20B+ agriculture company while building advisory relationships with leaders in Sales, HR, Finance, and IT supporting \$1M/yr additional work
- Improved fairness in a major financial services company's \$10M+ sales bonus program by both leading a software migration and advising customer leaders to move away from discretionary policies and processes

Enterprise Data and Analytics

- Differentiated ZS from competitors by creating proprietary system designs and leading implementation projects of data-intensive sales analytics systems handling \$30M/yr. in pay for 5,000+ salespeople in 20 countries
- Strengthened the relationship with Partner Element's first enterprise customer by identifying a \$10M+ financial error, assessing diversity data providers, designing the solution, and presenting to their Head of Procurement
- Uncovered ~\$180M revenue opportunities for a leading Japanese airline by leading the development of ZS's airline pricing analytics system (Python, MySQL, Tableau) and leading on-site training sessions in Tokyo

Cross-functional Collaboration

- Partnered with Forma's Chief Revenue Officer to analyze customer usage data, develop a new quantitative pricing model, and present it to the CEO who greenlit its implementation for all 20+ customers with \$9M ARR
- At Forma, reduced cost of sales by 20% for a Canadian payment processor by collaborating with their Head of Analytics to design and implement new sales data processes, consolidating from three existing systems
- Increased Forma's implementation team capacity while maintaining 100% customer satisfaction by working with the VP of Implementation to change our project management standards, contract structure, and staffing model
- Reported directly to Forma's CEO while leading an engineering team to achieve the fastest deployment of Forma's software system in support of a two-day onsite demo for a leading medical device company
- Strengthened Epic's relationship with Mayo Clinic, their premier customer, by partnering with customer leaders and internal engineering teams to optimize and scale analytics and 10+ TB SQL database systems

ADDITIONAL

- **Interests:** Avid curler and instructor; lifelong Dodgers fan; DJ and house music producer; aspiring tech blogger
- **Skills:** SQL (advanced), Python, Excel (advanced), PowerPoint, Databricks/Snowflake, Dashboarding (Tableau)