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 by working with 30+ internal stakeholders incl. sales, product, UX design, data engineering, and senior leadership
  - Presented recommendations to customer leaders on how to adjust team structure and data strategy to maximize value from our software
  - Improved fairness and accuracy of commissions through analysis of customer data
  - Equipped our VP of Implementation with agendas and context for meetings with customer executives, strengthening our credibility and enabling us to sell to other divisions of the parent company
  - 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 for this customer
- With the Product Team, provided knowledge of competitors and collaborated on product roadmaps
- 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, educated sales reps on our product differentiation, led sales calls with prospects, and authored content marketing articles published to our website and LinkedIn which helped drive a 30% quarterly increase in enterprise sales leads in 2023

ZS Associates, Chicago, IL   **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, Verona, WI   **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 minimize 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