

# Evan M Gray

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## EDUCATION

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

May 2026

**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

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## EXPERIENCE

**Partner Element**, San Francisco, CA (Remote)

Jun 2024–Aug 2024

*Pre-seed Startup using machine learning (ML) systems to track company-wide purchasing activity*

**MBA Intern, Product Management**

- Strengthened relationship with the startup's initial customer by fixing a \$10M+ reporting error; designed the software solution, validated through market research/benchmarking, and presented to customer stakeholders
- Enabled engineering team to deliver a new ML-powered feature on schedule, despite team turnover, by assessing API quality of upstream systems and writing proof-of-concept Python scripts for data processing

**Forma.ai**, Toronto, CAN (Remote)

Aug 2022–Jun 2024

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

**Implementation Manager → Senior Implementation Manager**

- Drove a 25% ARR increase by leading the largest software implementation project in the startup's history for a Fortune 200 client; reducing customer resource needs by 20 FTE while improving sales team experience
  - Implemented a software system at an unprecedented scale for the company in under a year by working with 30+ internal stakeholders, including a close partnership with the backend team to migrate data infrastructure to Spark
  - Presented strategic recommendations to customer leaders on how to adjust team structure and data governance to adopt Forma's software, leading to 50%+ sales team adoption in the first quarter
  - Improved the company's differentiation in the marketplace by working with product and engineering leads to integrate three new features into the core product
- Reported directly to the 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 Fortune 500 company
- Increased implementation team capacity while maintaining 100% customer success by revising project management frameworks, changing contract structure, and improving staffing models
- Collaborated with the Go-To-Market teams to grow qualified sales leads by 30% in 2023 by mentoring junior sales team members and writing expert blogs published on LinkedIn

**ZS Associates**, Chicago, IL

Nov 2018–Jul 2022

**Analyst → Associate Consultant → Consultant**

- Differentiated ZS from competitors and strengthened key partner relationships by building data-intensive sales analytics systems handling \$30M/yr. in pay for 5,000+ salespeople in 20 countries
- Overcame data gaps and COVID-related challenges as leader of global sales software project for a \$20B+ agriculture supplier, while also strategically advising customer leaders on data strategy and team structure
- Supported digital transformation of a national hotel chain's vendor management process and identification of \$2M revenue opportunities through agile development of a vendor management SaaS solution
- Took ownership of team development by developing onboarding materials and mentoring 6 analysts in the US and India, supporting the team's doubling in size and annual billings

**Epic System Corporation**, Verona, WI

Sep 2016–Nov 2018

**Technical Services Engineer → Hosting Team Lead**

- Strengthened the relationship with Mayo Clinic, Epic's premier customer, by partnering with customer leaders and internal engineering teams to optimize and scale analytics and SQL database systems
- As the youngest team lead, coached three new team members to maintain business continuity during a period of 50%+ team turnover and an executive push to grow the hosting business within Epic

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## ADDITIONAL

- Interests: Curling, DJing and House Music, Blogging (Technology and Philosophy), Cats, Distance Running