

Evan M Gray

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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*

- Drove business growth and a 25% ARR increase by leading the largest implementation project in the company's history for a Fortune 200; reducing customer resource needs by 20 FTE while improving sales team experience
 - Delivered a solution for an unprecedented user base and data volume in under a year by working with 30+ internal stakeholders across product, UX design, data engineering, and senior leadership
 - Presented strategic recommendations to customer leaders on how to adjust team structure and data governance to adopt our software successfully, leading to 50%+ sales team adoption in the first quarter
 - Decreased process runtimes by 80% by partnering with engineering to transition data infrastructure from SQL to Spark while also managing uncertainty in the customer's long-term data structure
 - Increased our company's differentiation in the marketplace by working with product and engineering leads to integrate three new features into our core product
- Partnered with the CEO in major sales cycles, leading a team through the end-to-end delivery of a 2-day onsite demo; used technical insight and agile methodologies to rapidly deploy a user-ready demo of our complex software system
- Supported sustainable business growth by increasing the delivery capacity of our implementation team through improved staffing models, revised project management frameworks, and changes to our SoW structure
- Collaborated with the Go-To-Market teams to increase enterprise sales leads by 30% in 2023 by improving sales knowledge management, revising our pricing framework, and writing expert blogs published on LinkedIn

ZS Associates, Chicago,

2018-2022

Analyst → *Associate Consultant* → *Consultant*

- Differentiated ZS from competitors and strengthened our partner relationships by building data-intensive sales analytics systems that handled \$30M/yr. in pay for 5,000+ salespeople in 20 countries
- Led the entirety of a global sales compensation software project for a \$20B+ multinational that became a \$1M+/year recurring client; overcame data gaps and COVID-related challenges by advising their Global Director of Incentives on data strategy and iterating on the project plan and software design
- 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
- Managed a team of up to 6 developers and analysts in the US and India, delivering \$1M+ billable work annually across up to 4 concurrent projects; designed processes that helped retain talent and double in size over 2 years

Epic System Corporation, Chicago, IL

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 avoid user impact

ADDITIONAL

- Since 2022, I've played curling at the Chicago Curling Club and coached new members in the rookie league
- I DJ and produce house music, and helped found the Chicago-based DJ collective Light Roast Disco
- I'm an aspiring blogger and avid reader, particularly Benn Stancil, David Chapman, Paul Graham, and Venkatesh Rao