

# Aditya Goyal

## Business Operations & Strategy

adityagoyal13@gmail.com | | [www.linkedin.com/in/aditya-goyal-794706119](https://www.linkedin.com/in/aditya-goyal-794706119) | | 408-387-4113

## Education

B.A in Economics, Minor in Business, UC San Diego

2022

## Skills

SQL, Tableau, Excel, Python, Financial Modeling, BigQuery, Strategic Planning, OKR Framework, Project Management, Go-To-Market Innovation, Prompt

## Selected Projects

- Built an agentic competitive intelligence workflow (research/edit/critique/self-check agents) producing exec-ready briefs with strategic implications; saves ~10 hours/month.
- Shipped a Gemini-powered AI training web app (Vite/React/TS) to reduce “workslop” and rework by teaching repeatable prompting and workflow patterns.

## Work Experience

Senior Strategic Business and Financial Analyst, AAA

2024-Present

### Strategic Planning & Analysis

- Architected a 3-year enterprise strategy for a \$2B organization serving 6.8M members, synthesizing market trends and divisional insights to establish KPIs driving growth, retention, and customer value.
- Spearheaded an enterprise OKR framework across all divisions, creating vision statements and KPIs with FP&A and setting annual divisional goals that cascaded into individual employee objectives.
- Managed the strategic execution lifecycle, from developing annual operating plan templates with senior leadership to delivering monthly board reports distilling financial, competitive, and KPI insights.
- Drove the implementation of divisional strategic plans by resolving critical resource and priority conflicts between IT, FP&A, and Operations, creating a unified roadmap that moved key initiatives forward.

### Strategic Initiatives

- Project-managed the Member Value Report revival, collaborating with design, legal, and marketing to articulate the customer value story to 6.8M members; initiative projected to improve retention 2% (~\$27M).
- Championed an enterprise AI (Gemini) adoption strategy, leading a 100-employee pilot and presenting a financial case with a 10% IRR to secure executive buy-in for full-scale implementation.
- Authored the foundational strategy memo on environmental mandate SB261, successfully advocating for the creation of a senior leadership committee to manage climate risk and guide strategic scenario planning.
- Designed a go-to-market partnership pilot from opportunity identification to C-suite pitch; framework approved, projected to lift acquisition ~1%.

Road Service Business and Financial Analyst, AAA

2022-2024

- Overhauled the reporting stack with Tableau + SQL, standardizing data models and raising dashboard adoption and utilization by 35% across divisions.
- Built and deployed automated data pipelines in BigQuery to replace manual spreadsheets, saving an estimated 2,000+ hours annually and boosting productivity across all business units.
- Built live attrition reporting in SQL, replacing lagging HR outputs; insights powered retention programs that reduced turnover 31% YoY.
- Generated an 18% average revenue increase per facility by identifying and reporting revenue leakage on previously unrealized battery sales from unmarked service events.
- Developed and presented performance dashboards to the executive team, translating complex operational data into actionable insights that improved management coaching, increasing driver satisfaction by 8% YoY.