

NICHOLAS GULSON

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EDUCATION

2025 - Present	KELLOGG SCHOOL OF MANAGEMENT MCCORMICK SCHOOL OF ENGINEERING NORTHWESTERN UNIVERSITY <i>Candidate for Joint Degree: MBA, Artificial Intelligence, March 2027</i> <ul style="list-style-type: none">• Relevant Coursework: AI Business Analytics, Business Strategy, Leadership in Organizations• Involvement: Technology Club director of event operations, AI Club, Wilderness Club, Ski and Snowboard Club	Evanston, IL
2017 - 2021	NORTHWESTERN UNIVERSITY <i>Bachelor of Science</i> <ul style="list-style-type: none">• Major: Computer Science• Minor: Economics	Evanston, IL

EXPERIENCE

2021 - 2025	DELOITTE CONSULTING LLP <i>Technical Consultant, 2021-2025</i> <ul style="list-style-type: none">• Delivered proposals leading to ~\$20 million in won contracts across commerce and marketing offerings.• Produced eminence for Deloitte Digital on industry trends and innovation including GenAI and Intelligent Search. Publications received 35k+ views and were presented at Salesforce's Dreamforce conference.• Managed recruitment team of 12 practitioners during Northwestern full-time recruiting by designing candidate experience strategy and hosting 5 events for a pool of ~100 candidates through interviews and signed offers. <i>Client Contributions:</i> Data Architect – Fortune 500 Tech Company, Feb 2025 – Jun 2025 <ul style="list-style-type: none">• Migrated client data pipelines from legacy software to new cloud-native marketing platform Adobe Experience Platform (AEP) saving the client \$7.2M annually.• Led 4 person cross-functional team through discovery, design and implementation phases. Created technical documentation for client in Confluence and tracked delivery in Jira providing transparency to client leadership.• Created 25+ custom audiences to empower marketing campaigns via A/B testing and personalization at scale. Project Manager – Fortune 500 Tech Company, May 2024 – Feb 2025 <ul style="list-style-type: none">• Managed product and engineering teams through end-to-end delivery of 4 MVP releases streamlining the client's automated quoting experience and accelerating business partner adoption from 30% to 74% over a 3-month period.• Developed product roadmap through discovery sessions with client stakeholders and converted requirements into prototypes and user stories, ensuring efficient delivery and a seamless user experience. Backend Software Engineer – Energy and Industrials Industry, Aug 2022 – Apr 2024 <ul style="list-style-type: none">• Shipped enhancements across 15+ releases to client's headless APIs in AWS reducing customer support call volume by 24% and improving client's self-service portal.• Improved client's Chatbot with 10+ new intents providing responses to frequently asked questions. Operations Analyst – Fortune 100 Consumer Products Company, Aug 2021 – Jul 2022 <ul style="list-style-type: none">• Led go to market strategy and launch for client's new B2B E-Commerce website (Built on Salesforce) across 4 growth markets. Scaled all product and data operations for website from pilot until \$100k in revenue.• Pitched client on AI accelerator for product catalog data enrichment using product images and descriptions.	Chicago, IL
2020 - 2021	SPECIAL FITNESS <i>Product Manager and Developer</i> <ul style="list-style-type: none">• Designed and built website for home-care startup to build online presence and book client appointments.• Startup has since expanded to 4+ locations with hundreds of clients and appointments booked.	Racine, WI

ADDITIONAL DATA

- Certifications- AWS Certified Practitioner, AWS Certified Developer Associate, Salesforce Certified Admin.
- Technical Skills- Python, C/C++, Node.JS, (React, VueJS), SQL, Java, Figma, Jira, Adobe Experience Platform.
- Hobbies- Basketball, Golf, Beach Volleyball, Skiing, Boxing, Hiking, Canoeing.
- Community- Volunteer at Lincoln Park Conservatory in Chicago participating in park cleanup and cultivation.