

REID ZONA

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EDUCATION

Indiana University, Kelley School of Business – Bloomington, IN May 2026

Master of Science in Information Systems

- EY MSIS Case Competition: 1st Place – Conceptualized digital transformation for a major international bank

Indiana University Luddy School of Informatics, Computing & Engineering – Bloomington, IN May 2025

Bachelor of Informatics | Minors: *Business, Psychology*

GPA: 3.4 / 4.0

- EY Case Competition: Finalist – Devised a novel product delivery method for a food company
- Undergraduate Research: Algorithmic Patterns in Social Media – Analyzing reinforcement of user behavior

EXPERIENCE

Insight2Profit – Chicago, IL June 2025 – August 2025

Summer Analyst

- Analyzed over 10,000,000 transactions in Power BI to create a dynamic pricing recommendation tool, projecting \$1.7 million of impact by standardizing pricing discount strategies, demonstrating strong data mapping and validation practices relevant to ERP implementations
- Developed and presented a tier-based sales incentive framework to client upper management, showcasing the ability to simplify complex business objectives, with a projected impact of \$578,000
- Implemented client-requested revenue recognition practices to uncover \$2 million in new recognizable revenue while ensuring comprehensive compliance and data accuracy

Republic Airways – Indianapolis, IN May 2024 – August 2024

Strategic Operations Intern

- Engineered a predictive model and 5 interactive dashboards to provide actionable insights into airline pilot attrition and fuel consumption for a regional airline, with a fleet of 200+ planes and 900+ daily flights
- Communicated technical and analytical insights through 20 unique visualizations, facilitating data-driven decision making and supporting enhanced operational governance
- Queried and validated data in SQL and summarized information in Microsoft Excel and Power BI, reinforcing data integrity practices essential for ERP system integration tasks

Tribboo – Barcelona, Spain June 2023

Business Analyst Intern

- Refined SWOT analysis of 70 competitors and evaluated an additional 150 companies using Crunchbase and Apollo for a Barcelona-based software start-up targeting the \$171 billion construction industry in Spain
- Mapped and presented an industry positioning strategy against 50+ direct challengers, demonstrating skills in data mapping and strategic systems integration
- Collaborated across 3 countries and languages to navigate a steep learning curve and cultural barriers, underscoring strong communication and technical training abilities critical for client-focused support

LEADERSHIP

Master's in Information Systems Student Association (MSISA) – Bloomington, IN May 2025 – May 2026

Director of Corporate Relations

- Driving engagement with employers, students, alumni and faculty, in collaboration with 8-member executive board
- Executing corporate communication, connecting students to 30+ high-touch professionals in top companies

Indiana Luddy School of Informatics, Computing & Engineering – Bloomington, IN January 2023 – May 2025

Student Ambassador

- Served as 1 of 20 Ambassadors, promoting the school to prospective students, parents, and employers
- Directed Q&A panel for 150 prospective students and presented as a tour guide in 10-12 meetings each semester

TECHNICAL

Python, SQL, Jira, R, Microsoft Power BI, Tableau, Agile, Excel, Access, Java, CSS, HTML, AutoCAD, Wireshark