

# Kushagra Goyal

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## EDUCATION

### Texas A&M University, Mays Business School

*Master of Business Administration*

*Master of Science in Analytics (STEM)*

College Station, Texas

May 2026

May 2026

### Vellore Institute of Technology

*Bachelor of Technology in Electrical & Electronics Engineering*

GPA: 3.86 / 4.0

Honors: Gold Medalist and Endowment Award (2017-2021); Special Achiever Awards for significant international achievements (2020-2021); Merit Scholarships for exceptional academic performance (2017-2021)

India

June 2021

## EXPERIENCE

### ZS ASSOCIATES

*Associate Consultant, Insights & Analytics*

India

July 2023 – May 2024

- Executed Go-To-Market strategy for \$5B MedTech Client, leveraging frontier analysis to uncover ~\$200M in market opportunities and optimizing 120-member Canada Business Unit sales team to target 5,700 key physicians
- Led offshore commercial analytics team for \$300M MedTech Client, enhancing sales performance across 4 US Business Units through strategic use of SQL, MS Excel, and ETL Software to analyse Definitive Healthcare datasets
- Developed request for proposals (RFPs) by actively collaborating with business leaders, maintaining stakeholder engagement, and facilitating communication throughout business development process
- Managed 25-member cross-functional team across 15+ people initiatives, amplifying global engagement for 250+ professionals
- Directed development of 3 Global Knowledge Repositories and MedTech Central Global Learning & Development Platform on Degreed, empowering 350+ professionals globally

*Associate, Insights & Analytics*

August 2021 – June 2023

- Implemented execution of Incentive Compensation Reporting System for Fortune 500 client, delivering 1000+ IC Payout Reports across 6 Business Units in US, Canada & LATAM markets and earning ZS's coveted 'Tangible Impact Recognition Award' for reducing timelines by 50% and increasing efficiency by 70%
- Conducted Salesforce Targeting, Alignment, and Sizing for 140+ sales reps, identifying top 29,000 high-potential physicians and resulting in 500+ deliverables to elevate salesforce effectiveness
- Headed product development of MedTech Omnichannel Solution by creating 5 live client demos and crafting suggestions library for 5 market segments across 12 use cases, driving ~\$175M growth by 2030
- Facilitated series of people initiatives by coordinating 25+ team-bonding events, curating 15+ newsletters, organizing 3 Global Leadership Visits, and more, boosting engagement among 140+ MedTech India team members

*Intern, Insights & Analytics*

February 2021 – July 2021

- Oversaw sales strategy transformation project for \$70B MedTech Client by analysing upcoming contract expirations of 2600+ key accounts, leading to strategy refinement for \$1.4B in contracts and uncovering ~\$500M in growth potential
- Piloted 'Recognition', 'Work-Life Balance', and 'Mentor-Mentee' Initiatives for 90+ team members, leading to 40% rise in employee satisfaction and 15% boost in retention rates

## LEADERSHIP

### Adarsh Women's Polytechnic

*Trustee, Head of Administration and Head of Academics*

India

March 2020 – Present

- Developed 13 industry-aligned vocational courses and established 120+ industry connections, ensuring holistic quality education
- Empowered 1100+ women from marginalized socio-economic backgrounds towards self-reliance through educational reforms

### Pravega Racing

*Team Manager and Electrical Lead*

India

January 2018 – October 2020

- Supervised cross-functional team of 40+ engineers across 7 departments, building Formula Student Race Car worth \$45,000
- Competed with 40+ international teams at Formula Student East, leading team to top-3 finish in Business Presentation Review

## SKILLS, ACTIVITIES & INTERESTS

**Technical Skills:** Microsoft Excel (Advanced); Gen AI, ETL, SQL, and VBA (Intermediate); Python, Tableau and Power BI (Basic)

**Publication:** Power Distribution Module for SAE Combustion Race Car | Scopus Indexed Springer Proceedings (2021)

**Activities:** Winner of ZS Campus Beats Challenge (2020); Google Ads Top Marketer for strong social impact on PlanetRead (2020)

**Interests:** Latin Dance, Reality Based Self Defense, Blogging, Basketball, Baking and Gardening