

# Kushagra Goyal

(979) 344-0483 | kushagra.goyal@tamu.edu | [LinkedIn](#) | [Portfolio](#)

## 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: 4.0 / 4.0

India

June 2021

## EXPERIENCE

### ZS ASSOCIATES

*Associate Consultant, Insights & Analytics*

India

July 2023 – May 2024

- Executed Go-To-Market strategy for \$5B Client, leveraging frontier analysis to uncover ~\$200M in market opportunities and optimizing 120-member Sales Business Unit to target 5,700 key physicians
- Led offshore commercial analytics team for \$300M Client, enhancing sales performance across 4 US Business Units through strategic use of SQL, MS Excel, and ETL Software to analyze Definitive Healthcare datasets
- Developed request for proposals (RFPs) by actively collaborating with business leaders, maintaining stakeholder engagement, and facilitating communication throughout business development process
- Supervised 25-member cross-functional team across 15+ people initiatives, boosting global employee satisfaction rates by 40%
- Directed development of 3 Global Knowledge Repositories and 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 and reducing timelines by 50% across 6 Business Units in US, Canada & LATAM markets
- Managed sales strategy transformation project for \$70B Client by analyzing upcoming contract expirations of 2600+ key accounts, leading to strategy refinement for \$1.4B in contracts and uncovering ~\$500M in growth potential
- Headed product development of 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
- Conducted Salesforce Targeting, Alignment, and Sizing for 140+ sales reps, identifying top 29,000 high-potential customers and resulting in 500+ deliverables to elevate salesforce effectiveness
- 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+ India team members

*Intern, Insights & Analytics*

February 2021 – July 2021

- Oversaw IC Plan Design and Quota Setting for 10+ sales roles by integrating health checks and stakeholder interviews, producing 300+ deliverables and securing coveted 'ZS Incentive Compensation Design Certification'
- Piloted 'Recognition', 'Work-Life Balance', and 'Mentor-Mentee' Initiatives for 90+ team members, amplifying employee retention rates by 15%

## LEADERSHIP

### Adarsh Women's Polytechnic

*Trustee, Head of Administration and Head of Academics*

India

March 2020 – Present

- Designed 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

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

## SKILLS, ACTIVITIES & INTERESTS

**Technical Skills:** SAS, Generative AI, ETL, SQL, Python, C++, R, Power BI, MS Office

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

**Awards:** Forté Fellow; University Gold Medalist; Chancellor's Special Achiever's Award; ZS *Tangible Impact Recognition Award*

**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