

# Kushagra Goyal

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

## EDUCATION

**Texas A&M University, Mays Business School** College Station, Texas  
*Master of Business Administration; GPA (4.0 / 4.0)* May 2026  
*Master of Science in Analytics (STEM); GPA (4.0 / 4.0)* May 2026

**Vellore Institute of Technology** India  
*Bachelor of Technology in Electrical & Electronics Engineering; GPA (3.9 / 4.0)* June 2021

## EXPERIENCE

### ZS ASSOCIATES

**Associate Consultant, Insights & Analytics** India  
July 2023 – May 2024

- Executed Go-To-Market strategy for \$5B Client to target 5700+ key accounts by conducting financial analysis, uncovering ~\$200M revenue growth and optimizing 120-member Sales Business Unit
- Directed sales strategy transformation for \$70B Client by analyzing contract expirations for 2600+ key accounts, refining \$1.4B in contracts and revealing ~\$500M market potential
- Implemented 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
- Developed Request for Proposals (RFPs) in partnership with business leaders by leveraging financial projections and budgeting, securing 3 new client partnerships within six months
- Supervised 25-member cross-functional team across 15+ DEI initiatives, boosting global employee satisfaction rates by 40%

**Associate, Insights & Analytics** August 2021 – June 2023

- Facilitated product lifecycle management of Omnichannel Marketing Solution by creating 5 product demos and crafting use cases for 5 market segments, driving ~\$175M projected revenue growth
- Conducted Salesforce Targeting, Alignment, and Sizing for 140+ sales reps by segmenting 29,000 high-potential customers, amplifying demand generation and delivering 500+ targeted outputs
- Led offshore commercial analytics team for \$300M Client by creating dashboards for data-driven insights from Definitive Healthcare datasets, enhancing sales performance across 4 business units
- Headed development of 3 Global Knowledge Repositories and Central L&D Platform on Degreed, amplifying user engagement by 40% and empowering 350+ professionals globally
- Managed 25+ Team-Bonding Events, 5+ Recognition Programs, and 3 Global Leadership Visits through capacity planning of 140+ team members, driving 20% productivity rise

**Intern, Insights & Analytics** February 2021 – July 2021

- Oversaw IC Plan Design and Quota Setting for 10+ sales roles across 5 geographies by integrating KPI tracking and financial planning, delivering 300+ monthly outputs for leadership team
- Piloted 'Recognition', 'Work-Life Balance', and 'Mentor-Mentee' Initiatives for 90+ team members, driving 30% increase in employee happiness and 15% drop in employee attrition

## LEADERSHIP

**Business Outreach for Leadership & Diversity (BOLD) – President** October 2024 – Present | College Station, TX  
**MBA Association (MBAA) – Former Students Chair** October 2024 – Present | College Station, TX  
**Aggie Honor Council – Separation Appeal Panel Member** January 2025 – Present | College Station, TX  
**Aggies in Business (AiB) – Consultant** October 2024 – Present | College Station, TX  
**Pravega Racing – Team Manager and Electrical Lead** January 2018 – October 2020 | India

**Adarsh Women's Polytechnic** India  
**Trustee, Head of Administration and Head of Academics** March 2020 – Present

- Empowered 1100+ women from marginalized backgrounds through educational reforms, driving 20% rise in program completions
- Established 120+ industry connections across key channels and distributors, achieving 60% growth in student placements

## SKILLS, ACTIVITIES & INTERESTS

**Technical Skills:** Python, SQL, Power BI, Tableau, RStudio, SAS, ETL Tools, Google Analytics, Generative AI, MS Office (Advanced)  
**Awards:** Summa Cum Laude; Forté Fellow; ZS Tangible Impact Award; Chancellor's Special Achiever's Award; Merit Scholarships  
**Publication:** Power Distribution Module for SAE Combustion Race Car | Scopus Indexed Springer Proceedings (2021)  
**Activities:** Winner of ZS Campus Beats Challenge; Google Ads Top Marketer; Formula Student East Podium Finish; JLPT N5 Qualified  
**Interests:** Community Volunteering, Web Development, Self Defense, Latin Dance, Cooking, Basketball