

Kushagra Goyal

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EDUCATION

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

Vellore Institute of Technology India
Bachelor of Technology in Electrical & Electronics Engineering GPA (4.0 / 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, uncovering ~\$200M in growth opportunities 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) through collaboration with business leaders, achieving 100% deadline adherence and expanding client base with 3 new 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, 6+ 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 by integrating KPI tracking and financial planning, delivering 300+ outputs for leadership team
- Piloted 'Recognition', 'Work-Life Balance', and 'Mentor-Mentee' Initiatives for 90+ team members, driving 15% increase in employee retention

LEADERSHIP

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, forecasting 60% growth in student placements
- Designed 13 industry-aligned vocational courses using feedback loops, improving Net Promoter Score by 40%

Pravega Racing India
Team Manager and Electrical Lead January 2018 – October 2020

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

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Python, ETL, SQL, Generative AI, SAS, R, C++, Power BI, Alignment Software, MS Office (Advanced)

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