

ADITYA GOYAL

Strategy & Systems | AI-First Operations

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SUMMARY

I build AI-powered systems that change how teams operate. Enterprise planning frameworks, production AI pipelines, interactive data products. Shipping working systems across strategy, operations, and cross-functional teams.

PROFESSIONAL EXPERIENCE

Senior Strategic Business & Financial Analyst — AAA | 2024 – Present

- Designed and deployed enterprise OKR framework, cascading board-level strategy to individual execution across all divisions
- Introduced and scaled AI development workflows that transform static presentations into interactive web apps with data visualizations for stakeholder communication
- Led enterprise AI adoption program from pilot to org-wide rollout: designed governance framework, ran 100-employee pilot, built ROI business case, secured executive approval
- Redesigned the Member Value Report across design, legal, and marketing, achieving 2x engagement over average member communications
- Developed long-term strategic playbook for automotive division through external market research and internal data analysis; proposed portfolio of strategic options and secured executive approval for implementation

Road Service Business & Financial Analyst — AAA | 2022 – 2024

- Overhauled reporting stack with Tableau + SQL; standardized data models and raised dashboard adoption 35% across divisions
- Automated data pipelines in BigQuery replacing manual processes; saved 2,000+ hours annually and enabled real-time operational visibility
- Built real-time attrition analytics in SQL; insights powered retention programs that reduced turnover 31% YoY

TECHNICAL PROJECTS

CI Lab — Competitive Intelligence Pipeline | Healthtech demo: ci-lab-healthtech.vercel.app

Built a production AI pipeline for competitive intelligence: ML-based scoring filters thousands of stories before LLM curation and automated brief generation, reducing monthly workflow from 10 hours to 30 minutes

Second Brain Starter Kit — Context Engineering System | github.com/igoyal13/second-brain-starter-kit

Built a Claude Code system that eliminates context debt through persistent memory, compound learning, automated agents, and cross-platform MCP integration; packaged as an open-source starter kit

SKILLS

AI & Engineering: LLM orchestration, prompt engineering, MCP protocol, React/TypeScript, Supabase

Strategy & Analytics: Enterprise planning, OKR frameworks, process re-engineering, SQL, BigQuery, Tableau, Python

EDUCATION

B.A. Economics, Minor in Business — UC San Diego | 2022