

Scott Kirkwood

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EDUCATION

Sonoma State University

B.A., Economics, *Econometric Analysis*

Treasurer, SSU Economics Association

Research Contributions

Price and Promotion: A Decompositional Approach

How Wal-Mart Entries Impact Local Employment

TECHNICAL SKILLS

Microsoft Office (Expert) – Excel, VBA, PowerPoint, Word, Access

Salesforce.com (Certified) – Database design, application development, advanced administration

ESRI & Google Maps APIs – Territory design, market analysis, geospatial data visualization

STATA, R, Python – Statistical analysis, regression analysis, customer segmentation, forecasting

Tableau, IBM Cognos BI, Google Charts API – custom reporting, data analysis, data visualization

SQL, SOQL – Structured Query Language, Salesforce Object Query Language

Apex, Visualforce, JavaScript, HTML, CSS, PHP, MySQL – Application design and development

PROFESSIONAL EXPERIENCE

Independent Consulting, Burlingame, CA

(February 2014 – Present)

Business Analytics and Salesforce Consultant

- Lead Salesforce.com implementations, customizations, and training initiatives
- Manage sales-territory alignments and geospatial analyses
- Build custom Google Maps applications for enhanced sales-territory analysis and scenario modeling
- Create and administer business-intelligence solutions (reports, dashboards, web portals, forecasting models, etc.)
- Design and administer sales-compensation plans, calculate commissions, generate commission calculators, distribute commission statements

Excel and Salesforce Instructor

- Lead Excel and Salesforce trainings for individuals and groups (both independently and in coordination with AcademyX, Inc. in San Francisco)

Silver Spring Networks, Redwood City, CA
(July 2013 – February 2014)

Sales Operations Analyst

- Led customization and re-implementation of Salesforce.com
- Managed opportunity pipeline and sales forecasting process
- Administered sales compensation plan
- Trained teams to improve business processes with Salesforce.com

Access Closure, Mountain View, CA
(October 2010 – July 2013)

Sales Analyst II

1. Managed Sales Compensation Plan

- Developed compensation plan structure, designed calculators, and determined monthly commission payments for more than 100 employees
- Developed quota assignment methodology and managed corresponding data in ERP system (QAD) and BI tool (IBM Cognos)
- Leveraged mapping software to design sales territories, expose market penetration, and highlight growth opportunities

2. Designed and Delivered Sales Reports

- Created and distributed automated reports, including sales territory rankings, quota attainment updates, customer booking confirmations, product mix summaries, and various other business analyses
- Designed and maintained management dashboards, providing executive leadership with key performance metrics, revenue projections, and supply chain overviews
- Created and maintained sales operations slides for Board of Directors meetings and investor presentations

3. Administered CRM System (Salesforce.com)

- Led and administered organization-wide Salesforce.com implementation
- Developed custom applications, reports, dashboards, workflows, and email alerts to drive behavior and achieve business goals
- Trained end users and provided ongoing support to foster universal adoption

(Promoted from Sales Analyst in February 2012; promoted from Sales Reporting Systems Administrator in April 2011)

BOARD MEMBERSHIP

Max and Marion Caldwell Foundation (Kennolyn Camps)

Through individual donations and endowments, the Max and Marion Caldwell Foundation provides camp scholarships (camperships) to families who would not otherwise be able to send their kids to camp.

(www.caldwellfoundation.org)