

# Scott Kirkwood

(650) 207-8317

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## EDUCATION

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### 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

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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

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### 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

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### **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](http://www.caldwellfoundation.org))