


# SETH GROSSMAN

MBA Student Leeds School of Business

Seth.Grossman@Colorado.edu 

Boulder, CO 

## EDUCATION

UNIVERSITY OF COLORADO BOULDER, LEEDS SCHOOL OF BUSINESS

Boulder, CO

**Master of Business Administration, Concentration in Data Analytics**

May 2020

**Courses:** Market Intelligence, Customer Analytics, Database Modeling, Advanced Analytics

INDIANA UNIVERSITY, KELLEY SCHOOL OF BUSINESS

Bloomington, IN

**Bachelor of Science in Business: Economic Consulting, Public Policy,  
Sustainable Business, Business Analytics**

May 2018

## PROFESSIONAL EXPERIENCE

MOTOROLA SOLUTIONS

Boulder, CO

**Market Research Intern**

May 2019-Present

- Supported Motorola's western region sales department during \$250M in sales
- Leveraged research skills to develop briefs on potential customers
- Analyzed data from multiple sources to create, evaluate, and distribute potential customer lists
- Performed descriptive quantitative analysis on sales to inform Motorola of the state of its business

BUSINESS RESEARCH DIVISION, CU BOULDER

Boulder, CO

**Research Analyst**

February 2019-Present

- Conducted a study on the Natural and Organic Food industry's economic impact in Colorado
- Designed a survey to collect primary data and drafted a literature review to analyze secondary information
- Performed descriptive statistical analysis on data collected to inform the industry on current trends

INDIANA UNIVERSITY

Bloomington, IN

**Research Assistant, Business Law and Ethics**

January 2018 – May 2018

- Applied research to develop a sustainable business course in which students expand their understanding of operating in extremely low-income markets
- Prepared briefs over 30 books, cases, and academic works in order help develop supervisor's understanding of the topic and better prepare for the classroom
- Coordinated a sustainable food systems project by connecting students and staff who were working to reduce Indiana University's environmental impact

INGREDION

Indianapolis, IN

**Commodities Sustainability Intern**

May 2017 – August 2017

- Registered 160,000 acres of farmland from 150 suppliers into a supply chain traceability program which allowed the company to maintain and grow their business
- Created marketing materials representing Ingredion's sustainability programs in order to increase buy-in from suppliers and to advance business goals
- Corresponded with the developers of the traceability program in order to fix bugs in the system and simplify the program for future users

**Special Projects:** Naturally Boulder boardfellow, Net Impact president, Sustainable Business Partners president