Kiel Martin

· Experienced Business Development, Intelligence, and Strategy Specialist ·

☐ (425) 985-6977 | ✉ kiel@kieljamesmartin.com | ⌨ kielmartin23 | in kielmartin

Data Driven. Process Oriented. Customer Centric.

Summary

Extensive track record of solving complex problems by bringing people, process, data, and technology together to achieve results. Startup veteran with strong drive, insatiable curiosity, and robust communication skills. Growth mindset kept by seeking new challenges and learning new skills, languages, and tools. Passionate about enabling organizations to be smarter, faster, and more competitive using data and technology. Focused on roles and opportunities that leverage my analytical and technical skills to impact core business strategy and results.

Skills

Leadership	Sales, Process Development, Product Management, Project and People Management, Mentorship
Technical	Data Collection/Analysis/Reporting, ETL & Data Warehousing, ML, Statistical Modeling, Forecasting, Workflow Automation
Admin	Salesforce.com, Quickbase, Zendesk, Marketo, MailChimp, GSuite, Office365, Box, DocuSign, RingCentral, Wordpress
Languages	SQL, Python, JavaScript, Git, MS VBA, Salesforce.com Apex, HTML, CSS, UML, LaTeX
Tools	Visual Studio, Matillion ETL, MySQL Workbench, MS Excel, Tableau, MS PowerBI, PeriscopeData, Salesforce.com Data Loader

Experience

643 Consulting   *Kirkland, WA*
BUSINESS DEVELOPMENT AND DATA ANALYTICS LEAD   *Nov. 2018 - Present*
- Responsible for generating new business opportunities, maintaining client relationships, and providing data analytics services for 643 Consulting. 643 Consulting specializes in custom software development and business intelligence services for enterprise clients.

  Key data technologies, tools and business systems supported: MS PowerBI, MS Excel & VBA, Microsoft Sharepoint, Tableau/TableauOnline, PeriscopeData, Salesforce.com, Matillion ETL, Amazon Redshift, MS SQL Server and SSIS, MySQL

Mosaic   *Oakland, CA*
SENIOR MANAGER SALES ANALYTICS   *Jul. 2016 - Oct. 2018*
- Provided strategic analytical support to key partners, sales and executive teams. Used data to shape product design, help win accounts, monitor health of existing partners, and increase customer conversion. Coordinated sales forecasting, planning and budgeting processes.

  Results: Designed 3rd generation loan pricing menu. Achieved target portfolio weighted average coupon and maintained $1B annualized loan volume. Built data warehouse (Amazon Redshift) and ETL processes to centralize CRM and company SaaS platform data. Built interactive self-serve reporting (Tableau, PeriscopeData) and simplified SQL queries. Standardized partner facing reporting. Trained sales team to understand trends and communicate findings to partners. Created data driven forecasts and facilitated sales team forecasting process.

Hennessey Wellness   *San Francisco, CA*
OPERATIONS MANAGER   *Oct. 2015 - Apr. 2016*
- Responsible for internal, partner and customer facing company operations. Built and managed customer- and partner-facing services team. Developed and maintained HIPAA compliant protocols. Ensured team adherence to secure protocols via auditing and training.

  Results: Created capacity and growth models to show viability of new programs. Built reports and dashboards to monitor health of business. Developed and implemented standard due diligence process for partners. Recruited strategic partners to join HW platform.

PRODUCT MANAGER, BUSINESS PLATFORM   *Jun. 2014 - Sep. 2015*
- Charged with requirements definition, design, implementation and execution of the Hennessey Wellness internal and partner-facing operations systems. Supported custom client-facing platform design and implementation.

  Results: Created automated dynamic checklist system for complex customer service protocols. Designed and managed HIPAA-compliant client messaging system. Built HIPAA-compliant client health data intake system to populate external health provider forms on-demand.

b-efficient, Inc.   *Corte Madera, CA*
BUSINESS OPERATIONS MANAGER   *Jan. 2014 - May. 2014*
- Manager responsible for central reporting and analytical support to all business units. Owner of core business infrastructure necessary for company operations. Provided documentation and training for all company personnel in effective use of technology at company.

  Results: Built sales compensation plan for CEO. Launched and managed essential business systems (Salesforce.com, RingCentral, Conga, MailChimp). Automated sales proposal generation empowering reps, shortening sales cycle and implementing robust pricing controls.

Clean Power Finance (now Spruce Finance) *San Francisco, CA*

Business Operations Manager *Jan. 2012 - Jan. 2014*
- Owner of central analytical support functions and infrastructure at company. Routinely interfaced with key stakeholders in executive management, sales, operations, marketing and customer support teams to prioritize infrastructure road map, deliver insights, and provide data driven business recommendations. Supported customer-facing teams with technology to improve and simplify business processes.

  Results: Improved company cash flow and scaled underwriting capacity by creating central engine used by operations team to efficiently process all solar leases and PPAs. Created real time reporting of individual and team underwriting performance. Delivered daily company "Heartbeat" KPI report (Tableau) to executive team. Created and led cross-functional business analyst team. Mentored junior analysts.

Sales Operations Analyst *Jan. 2011 - Dec. 2011*
- Maintained accurate reporting tools to support sales objectives. Provided reporting and analytical support to the sales and executive management team. Identified opportunities for improvement with sales operations processes. Facilitated the implementation, use, and enhancement of automation tools with the sales process to maximize sales productivity.

  Results: Migrated company from open source CRM to Salesforce.com without loss of data or interruption of sales activities. Integrated CPF platform with Salesforce.com. Built central sales dashboard (Salesforce.com) used by leadership to measure performance of sales team.

Inside Sales Representative *Feb. 2010 - Dec. 2010*
- Articulated CPF's vision and products to the marketplace. Increased CPF revenue through sales of CPF Tools subscriptions, Leads, and 3D Roof Analysis. Prospected for new business while supporting existing accounts through online trainings, phone and email outreach.

  Results: Accomplished consistent revenue growth every quarter. Had largest ISR sale of 2010. Set new paradigm for transparency of sales efforts. Led internal team to overhaul processes and IT systems to increase sales productivity and presented findings to executive team.

Market Analyst *Feb. 2009 - Jan. 2010*
- Conducted market research for CPF Tools, the company's proprietary solar quote-generating software. Established relations with utility companies and commissions. Educated sales and product teams to support CPF Automated Rebate Forms sales.

  Results: Built database and supporting technical documentation of application procedures for solar incentive programs across the US.

Certifications & Training

Certifications

Machine Learning Foundations, University of Washington via Coursera.org	*May 2016*
Salesforce.com Certified Administrator, Salesforce.com	*May 2014*
Tableau Fundamentals Certification, Tableau Software	*Jul. 2012*

Training

Machine Learning: Regression, University of Washington via Coursera.org	*Jun. - Aug. 2016*
Machine Learning Foundations: A Case Study Approach, University of Washington via Coursera.org	*Mar. - May 2016*
Presenting Data and Information, Edward Tufte	*Dec. 2012*
Tableau Fundamentals Classroom Training, Tableau Software	*Jul. 2012*
Salesforce.com ADM-301 Advanced Administration, Salesforce.com	*Mar. 2012*

Education

University of Washington *Seattle, WA*

B.S. in Materials Science and Engineering | Minor Physics *2009*