SCOTT SILVERSTEIN

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EDUCATION

University of Utah   Salt Lake City, UT
MSBA Masters of Science of Business Analytics   August 2023 - December 2024
University of Puget Sound   Tacoma, WA
BA in Comparative Politics in Asian Studies   August 2013 - May 2017
General Assembly   Online
Python Bootcamp Certification   March 2023
Salesforce Admin   Online
Salesforce Administration Certification   February 2023
Kellogg School of Business   Online
Certificate in Marketing Analytics   March 2021

SKILLS

Programming and Cloud: Python | R | SQL | Git | Amazon Web Services | Google Cloud Platform | Pandas | Dask | Spark | Snowflake

Software: Excel | PowerBI | Tableau | Salesforce

Machine Learning: Azure Machine Learning| Classification | Neural Networking | Text Analytics | Causal Experiments | Synthetic Control | Panel Data | Sequential Testing

Programming: R | Python | SQL

Sales: B2B and B2C

Languages: Chinese

PROFESSIONAL EXPERIENCE

Territory Manager   Salt Lake Territory
Stanley Black and Decker   *October 2024 - Present*
- Manage 8 stores generating $8M+ in annual revenue, driving sales growth and merchandising success through data-driven strategies.
- Optimize product placement and sell-in opportunities by partnering with store managers to maximize visibility and profitability.
- Build strong customer relationships to showcase product value, increasing engagement and satisfaction.
- Analyze sales trends to identify growth opportunities, implement strategic solutions, and improve product sell-through.
- Oversee revenue performance, ensuring stores exceed targets through effective planning, execution, and follow-up.

Field Sales and Marketing Representative   Salt Lake Territory
TTI   *February 2022 – October 2024*
- Employed data-driven strategies to analyze market trends and customer behaviors for Milwaukee Tool, Ryobi, Ridgid, and other small tool branches.
- Managed a store with over $6 million in Total Tools Inc. (TTI) sales, leveraging analytics to optimize inventory levels and product placement.
- Spearheaded a transformative sales campaign that resulted in an outstanding 17% year-over-year increase in revenue, surpassing the previous sales record and leading the state in overall percentage growth.
- Utilized PowerBI analytics to extract valuable insights from sales data, identifying key performance indicators and areas for improvement. This data-driven approach led to more precise targeting of high-potential customers, ultimately boosting sales and profitability.

Medical Sales Representative   Salt Lake City, UT
EHealth Insurance   *February 2020- February 2022*
- Licensed Medicare representative for over 30 Medicare companies in 48 states.
- Led the team in conversion rate, consistently ranking in the top 15 out of over 300 sales reps in the company.

ESL Teacher   Shanghai, China
Education First   *October 2017 - December 2019*
- Taught students ranging from ages 3-17.
- Responsible for school sales demos, leading the school in conversion.
- Managed on-boarding processes for new teachers, including setting schedules, conducting training, and class management.