

Application Form

Profile

Collin

First Name

B

Middle Initial

Dumke

Last Name

Email Address

Torus

Employer

Director of Revenue Operations

Job Title

Home Address

City

Suite or Apt

State

Postal Code

Primary Phone

Which Boards would you like to apply for?

Parks & Recreation Advisory Board: Submitted

Referred by:

Qualifications

Please tell us about yourself.

I am married and a father of 3 boys under 6. I grew up in Salt Lake City and attended the University of Utah. I moved to North Carolina for a short time to do a Master's Degree in Data Analytics at Duke. I currently work in renewable energy at startup in South Salt Lake where we build and install solar and battery storage systems for commercial and residential projects.

Why are you interested in serving on a board or commission?

Growing up in Salt Lake, I have seen the impact rapid growth can have on a region. While providing housing for our growing county has been a top focus for the last few years, it is also important to scale the community amenities to maintain high quality of life it's residents. The value of a volunteer board is that brings broad perspective, focused discussion and action on topics that may typically only be the discussed in theory within a narrow community. I want to ensure that my boys grow up in as a great of place as I did.

**What education, work experience, or volunteer experience do you have that applies to the board you are applying for?**

I joined the Parleys Trail Board in college while living in Sugar House and riding the trail daily on my commute to school. I am passionate about parks and have made it habit to always visit the best parks when traveling to a new city. My finance and data background would help bring more information to the table for decision making. I have thoroughly reviewed Master plans, resident surveys, park distances to relevant communities. On the Parley's trail board, I built the new website and refreshed the technology the board needed to raise money and learn about trail usage.

**What unique perspectives could you bring to the board?**

My oldest child Oliver has a rare genetic condition resulting in a gross motor delay and intellectual disability. Parks have become sanctuaries for our family whether we are home and abroad and I bring the perspective of both a passionate park enthusiast and experienced parent with special needs. While theories of inclusivity are always well intentioned, I can bring elements of practical, real life feedback in this domain. I can also help represent the budding generation of parents with young families.

  
Upload a Resume

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**Demographics**

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

**Are you a Salt Lake County employee?**

☐ Yes ☒ No

**Are you a current member of another Salt Lake County board or commission?**

☐ Yes ☒ No

**Race/Ethnicity \***

**District \***

☒ District 4

**Gender Pronouns \***

**Age Range \***

**Languages \***

☒ English

**Political Affiliation**

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# COLLIN DUMKE

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## EDUCATION

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**DUKE UNIVERSITY, *The Fuqua School of Business***

Durham, NC

***Master of Quantitative Management: Business Analytics, Strategy Track***

2017 - 2018

*Completed Coursework:* Applied Statistics, Data Science for Business, Empirical Economics, Operations Analytics, Market Pricing, Data Visualization, Strategic Management, Business Communication

- Combination of MBA courses and technical overviews that highlighted how modern businesses gather, analyze, communicate and use data to make strategic decisions

**UNIVERSITY OF UTAH, *David Eccles School of Business***

Salt Lake City, UT

***Bachelor of Science, Information Systems and Finance (Dual Degree)***

2013-2017

- GPA: 3.8/4.0, Dean's List, Owl & Key Honor's Society, Beta Theta Pi
- Chair of Lassonde Entrepreneur Institute - Student Programming and Community Connections

## EXPERIENCE

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**TORUS – *Residential Solar and Energy Storage Products***

Salt Lake City, UT

***Director – Revenue Operations***

2022 - Present

- Identified and implemented technology stack for early stage startup, providing order and flexibility for an evolving go to market. Owned technology stack and cross-functional tools.
- Ran sales and sales operations as the company scaled from \$0 to \$6M+ in less than 18 months. Including revising the original checkout design for customer clarity and ease and creating the backend calculation to recommend a custom solution.
- Managed Google Analytics and other BI tools for operational and executive dashboards. Disciplined Agile Scrum Master Certified, partnering with developers on new customer UIs

**CRICUT – *Consumer Design Software and Cutting Hardware***

South Jordan, UT

***Senior Manager – Sales Operations and Analytics***

2021 - 2022

- Establish new Sales Analytics team, charged to drive incremental revenue by collaborating with Sales, Finance, Data and Operations
- Partner with Product Management, Finance and Demand Planning to recommend machine and extension strategy and subsequent manufacturing purchases in weekly S&OP meetings
- Leverage demand planning and channel data to manage inventory allocation for high demand and new products to optimize in-stock levels across distribution channels
- Manage Sales Forecast and implement Tableau with Sales and Channel team, unifying sales workflow

**PLURALSIGHT – *E-Learning and Technology Skills Development***

Draper, UT

***Senior Data Analyst – Sales Strategy and Analytics***

2018 - 2021

- Managed COVID-19 induced annual re-planning for H2 2020; developed model with CRO to reduce sales quotas based on heavily impacted regions and segments
- Built 95% accurate data driven billings forecasting model using Go-To-Market KPIs – reported in bi-monthly executive meetings and used as input for quarterly earnings guidance
- Created strategic industry taxonomy, allowing a new dimension to analyze market penetration and efficiency; used widely to enhance sales account tiering, content coverage and GTM discussions

## TECHNICAL CAPABILITIES

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***Trained:*** Python, R, HTML

***Proficient:*** SQL, Salesforce, Hubspot, Agile

***Expert:*** Tableau, DOMO, Microsoft

## ADDITIONAL INFORMATION

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- Advocate for accessibility in outdoors and education supporting the National Ability Center and Curtis Center