

## Application Form

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### Profile

Collin

First Name

B

Middle  
Initial

Dumke

Last Name

Email Address

Torus

Employer

Director of Revenue  
Operations

Job Title

Home Address

Suite or Apt

City

State

Postal Code

Primary Phone

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### Which Boards would you like to apply for?

Parks &amp; Recreation Advisory Board: Submitted

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### Referred by:

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### 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