Scott Magnacca, MBA, ALM

Boston, Massachusetts, USA · Remote  
📧 [Your Email] | 📞 [Your Phone] | [LinkedIn URL] | [Website or Portfolio URL]

# EDUCATION

Harvard University, Cambridge, MA  
Master of Liberal Arts (ALM) in Psychology — GPA: 3.95, Summa Cum Laude  
Sep 2022 – May 2025 (expected)  
- Capstone: Developed a comprehensive framework for AI-enabled adult education for undergraduate, graduate, and corporate sales training programs.  
- Focus Areas: Adult learning theory, psychology of influence, adaptive learning systems, and AI integration.

Babson College, Wellesley, MA  
Master of Business Administration (MBA), International Marketing — GPA: 3.75/4.0  
May 1992

Boston University, Boston, MA  
Bachelor of Liberal Arts in Economics — GPA: 3.50  
May 1988

# ACADEMIC & PROFESSIONAL INTERESTS

- AI-enabled learning design & adaptive education systems  
- Sales psychology & influence science  
- Behavioral economics in decision-making  
- Adult learning theory & content retention strategies

# PROFESSIONAL EXPERIENCE

Co-Founder  
Salesforlife.ai — Boston, MA (Remote)  
Mar 2025 – Present  
- Developing an AI-enabled sales training platform integrating YouTube, adaptive learning technologies, and AI-driven personalization.  
- Focused on enhancing engagement, retention, and performance for sales professionals.

Relationship Management (Confidential)  
Boston, MA (Remote)  
Oct 2021 – Present  
- Leading strategic relationship management for high-value clients, ensuring sustained business growth and client satisfaction.

President  
Magna Trading & Success Coaching — Gilford, NH  
Nov 2020 – Oct 2021  
- Delivered motivational training, research, and published works on sales psychology.  
- Designed and facilitated sales and marketing training programs for corporate clients.

Senior Consultant – Financial Wellness  
TIAA — Greater Boston Area  
Sep 2014 – Nov 2020  
- Consulted with top-tier institutions (Harvard, Yale, MIT, Amherst, Babson, WGBH) managing >$500M in assets.  
- Provided strategic retirement income planning and financial wellness solutions.

Director of Retirement Income Planning & Live Events  
Financial Engines — Boston, MA  
Aug 2009 – Sep 2014  
- Created and scaled a national live events business channel generating $350M+ annually in managed accounts.  
- Designed education programs for Fortune 500 clients including Mayo Clinic, Raytheon, IBM, Dell, Delta Airlines.

Director of Sponsor & Provider Marketing – Financial Software  
Financial Engines — Greater Boston Area  
Aug 2007 – Aug 2009  
- Led marketing team supporting $25B AUM goal through financial software solutions for institutional clients and provider partners (Vanguard, Fidelity, JP Morgan, Mercer).

# PUBLICATIONS

- Author of three books on investments, sales strategy, and sales psychology.  
- Contributor to thought leadership in AI-enabled education and adaptive learning in sales.

# SELECTED PRESENTATIONS & TRAINING PROGRAMS

- AI in Sales Education: Keynote speaker on integrating AI into corporate sales training.  
- The Psychology of Influence: Workshop for executives and entrepreneurs on persuasion strategies.  
- Financial Wellness & Behavioral Change: Seminar series for nonprofit and higher education institutions.

# HONORS & DISTINCTIONS

- Summa Cum Laude, Harvard University  
- Consistent Top Performer in Fortune 500 sales leadership roles  
- Recognized industry thought leader in sales psychology and AI-driven training innovation

# TECHNICAL SKILLS

- AI tools for adaptive learning & content personalization  
- Data-driven sales strategy & CRM optimization  
- Instructional design for adult learners  
- Webinar, workshop, and virtual training facilitation

# PROFESSIONAL AFFILIATIONS

- Harvard Extension Alumni Association  
- Babson Alumni Network  
- National Speakers Association