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