

# Avery Elliott

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## SUMMARY

Senior Pricing Analyst with five years across commercial finance, FP&A, **pricing strategy**, and profitability analytics in consumer products and manufacturing. Advanced Excel expertise combines with **Power BI**, D365, Planful, **financial modeling**, **customer profitability**, SKU profitability, channel analysis, and AOP forecasting. Builds decision-ready reporting for Finance, Sales, Marketing, Operations, Supply Chain, Controllers, and executive leaders by connecting cost, volume, mix, trade, rebate, and price data with margin outcomes. Led governance routines, model improvements, deal evaluations, reporting automation, and cross-functional reviews supporting bids, new products, price changes, budgets, and forecasts. Microsoft Certified Power BI Data Analyst Associate with a Bachelor of Science in Finance. Ready to help Northstar Provisions strengthen pricing discipline, improve margin visibility, and turn commercial data into confident growth decisions.

## EXPERIENCE

**Senior Pricing Analyst** January 2025 - Present  
Lakeshore Pantry Brands *Oak Brook, IL*

Leads enterprise pricing and profitability analytics for a regional packaged-food portfolio. Owns customer, SKU, channel, and division models, Power BI reporting, D365 data integration, Planful assumptions, and governance reviews. Partners with commercial, operational, supply chain, and Finance leaders on margin expansion, bids, new products, price changes, AOP, forecasts, and executive decisions.

- Directed customer and SKU **profitability analysis**, giving leaders consistent visibility into margin drivers across channels.
- Built Power BI margin reporting from D365 sales, cost, freight, trade, and rebate data.
- Reworked **advanced Excel** models separating volume, mix, price, funding, and cost assumptions for stronger recommendations.
- Established pricing intake and approval cadence across Sales, Marketing, **Operations**, **Supply Chain**, and Controllers.
- Prepared pre-deal profitability scenarios and sensitivity analyses, clarifying revenue growth and contribution-margin tradeoffs.
- Coordinated **Planful** updates for AOP and forecasts, presenting **pricing impacts** during monthly and quarterly reviews.

**Pricing Analyst** June 2023 - December 2024  
Midwest Harvest Foods *Naperville, IL*

Managed recurring pricing and profitability reporting across roughly 1,200 active SKUs and customer accounts. Built Excel and Power BI analysis for FP&A, Sales, and Marketing, while partnering with IT and Finance systems specialists on D365 validation, master data, automation, reporting consistency, and commercial decisions.

- Managed profitability reporting across 1,200 SKUs and accounts, reconciling D365 transactions with approved cost tables.
- Developed Excel models incorporating freight, overhead, deductions, and volume assumptions for **FP&A** planning cycles.
- Created Power BI dashboards showing price realization, mix, trade spending, and **margin performance** by account.
- Evaluated price changes and customer bids with scenario models documenting **revenue**, **margin**, and growth implications.
- Standardized pricing templates, data definitions, and close checklists, reducing reporting rework across business units.
- Partnered with IT and **Finance** specialists to validate **D365** extracts, resolve master-data issues, and automate preparation.

**Financial Analyst** July 2021 - May 2023  
Prairie Crest Manufacturing *Aurora, IL*

Supported FP&A for a food manufacturing operation through management reporting, product and customer profitability schedules, D365 reconciliations, Planful forecast templates, variance analysis, and documented reporting procedures. Connected production, inventory, labor, material cost, pricing, and allocation data with budget, forecast, and operational decisions.

- Consolidated **sales**, production, inventory, labor, and material costs into monthly management packages for plant leaders.
- Built Excel profitability schedules documenting allocation logic and assumptions used in budget and forecast reviews.
- Analyzed price, volume, mix, and input-cost movement, giving Operations and Sales a shared margin explanation.
- Maintained D365 reconciliations and source controls, strengthening SKU, **customer**, and **channel** reporting confidence.
- Prepared Planful forecast templates and updated pricing assumptions under **FP&A** direction for scheduled **AOP** cycles.
- Wrote **SOPs** for recurring analyses, enabling consistent handoffs and faster onboarding for new finance analysts.

## PROJECTS

**Enterprise Pricing Governance Framework** 📅 2026  
Strong pricing decisions start with clear facts and ownership. Created a scalable governance framework with intake templates, approval paths, review cadence, escalation rules, and documented SOPs for cross-functional pricing decisions.

**Customer Margin Intelligence Model** 📅 2025  
Clear insight creates confident action. Built a customer and product margin model linking D365 data, allocations, trade, freight, rebates, and cost assumptions for channel-level profitability reviews.

LEADERSHIP & AWARDS

- Finance Excellence Award, Lakeshore Pantry Brands, 2025
- Outstanding Capstone in Financial Planning, Northern Illinois University, 2021
- Dean's List, Northern Illinois University, 2020

EDUCATION

**Bachelor of Science in Finance**  
Northern Illinois University GPA: 4.0  
*Coursework: Financial Modeling, Corporate Finance, Managerial Accounting, Financial Planning*

2021  
DeKalb, IL

CERTIFICATIONS

- Microsoft Certified: Power BI Data Analyst Associate 📅 2024
- Microsoft Excel Expert 📅 2023

TECHNICAL SKILLS

- **Financial Analysis:** Profitability analysis, margin analysis, variance analysis
- **Pricing Analytics:** Pricing strategy, price realization, price adjustments
- **Financial Modeling:** Revenue modeling, cost modeling, sensitivity analysis
- **Microsoft Excel:** Advanced Excel, Excel Power Query, Excel PivotTables
- **Business Intelligence:** Power BI, Power BI dashboards, DAX
- **ERP Systems:** D365, D365 sales data, D365 extracts
- **Planning Systems:** Planful, AOP planning, forecast templates
- **Data Management:** Data integration, master data, data reconciliation
- **Commercial Finance:** Deal evaluation, bid analysis, customer profitability
- **Manufacturing Finance:** Standard cost, freight allocation, manufacturing overhead
- **Reporting Methods:** Monthly reporting, quarterly reporting, ad hoc reporting
- **Governance Documentation:** Pricing approvals, escalation processes, SOP development

SKILLS

- |                          |                   |                   |                             |
|--------------------------|-------------------|-------------------|-----------------------------|
| • Pricing Strategy       | • FP&A            | • D365            | • Deal Evaluation           |
| • Pricing Governance     | • AOP Forecasting | • Planful         | • Cost Modeling             |
| • Profitability Analysis | • Advanced Excel  | • Data Management | • Stakeholder Communication |
| • Financial Modeling     | • Power BI        | • Margin Analysis |                             |

PROFESSIONAL AFFILIATIONS

- Finance Analytics Mentor, Midwest CPG Finance Network, 2024 - Present
- Volunteer Treasurer, Downers Grove Community Food Pantry, 2022 - Present
- Case Competition Coordinator, Northern Illinois University Finance Association, 2020 - 2021

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST