



Avery Elliott

Senior Pricing Analyst

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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

Lakeshore Pantry Brands 📅 January 2025 - Present 📍 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

Midwest Harvest Foods 📅 June 2023 - December 2024 📍 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.

STRENGTHS

- 🎯 **Pricing Leadership**
Established approval routines for bids and price changes; Sales partners began seeking guidance on difficult margin calls.
- ♥️ **Profitability Insight**
Connected cost, mix, trade, and volume drivers in reviews; leaders gained a clearer path from analysis to action.
- 📊 **Model Stewardship**
Reworked allocation logic and assumptions in Excel models; Finance gained cleaner, more trusted profitability views.
- 👥 **Cross-Functional Influence**
Facilitated reviews with Sales, Marketing, Operations, and Supply Chain; conversations became more focused and decisions moved forward.
- ⚙️ **Process Improvement**
Replaced disconnected reporting routines with governed dashboards and templates; recurring work became easier for partner teams.

SKILLS

Pricing Strategy

Pricing Governance

Profitability Analysis

Financial Modeling FP&A

AOP Forecasting Advanced Excel

Power BI D365 Planful

Data Management

Margin Analysis Deal Evaluation

Cost Modeling

Stakeholder Communication

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



- Senior Pricing Analyst at Lakeshore Pantry Brands (1.7 Years)
- Pricing Analyst at Midwest Harvest Foods (1.5 Years)
- Financial Analyst at Prairie Crest Manufacturing (1.8 Years)

Financial Analyst

Prairie Crest Manufacturing 📅 July 2021 - May 2023 📍 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 📅 2021 📍 DeKalb, IL

Coursework: Financial Modeling, Corporate Finance, Managerial Accounting, Financial Planning

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

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

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST