C.J. Moore.

STRATEGIC FINANCE & FP&A LEADER
ANALYTICS, FORECASTING & FINANCE SYSTEMS

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PROFILE

Strategic FP&A and financial analytics leader with experience across private-equity-backed multi-brand businesses, commercial finance, capital markets and regulated financial operations. Combines rigorous financial modeling, budgeting, forecasting and executive decision support with hands-on capabilities in Python, SQL, Power BI, data engineering and predictive analytics. Skilled at connecting business drivers to profitability, capital allocation and operational outcomes.

30%	40%	12+	50%
Forecast accuracy improvement	Faster reporting cycles	Portfolio brands in FP&A	Less manual reporting work

CORE STRENGTHS

Finance & strategy

Annual plans and rolling forecasts · Driver-based three-statement models · Revenue and margin bridges · Pricing and unit economics · Capital allocation · M&A support · Board and CFO reporting · Cash flow and scenario analysis

Data & transformation

Python · SQL · Power BI / DAX · R · Azure Databricks / PySpark · Data integration · ML forecasting · Controls and governance · Automated reporting · Executive dashboard design

SELECTED WORK

Enterprise FP&A & reporting

Integrated reporting, KPI governance and executive decision support across decentralized operating companies.

Predictive planning & scenario analysis

Blended operational assumptions with statistical forecasting and sensitivity models to clarify revenue, cost and cash-flow outcomes.

Commercial pricing & margin strategy

Modeled contract profitability and exposure to fuel, freight and FX to inform pricing, portfolio mix and risk decisions.

HOW I WORK

Understand the business. Build a defensible model. Challenge assumptions. Explain the financial implications. Give leaders an actionable decision, then engineer a repeatable process around it.

CONTINUED → FULL PROFESSIONAL EXPERIENCE / PAGE 2

EXPERIENCE

Principal, Strategic Finance & Analytics

11/2020 - 04/2026

Authority Brands · Private-equity-backed multi-brand platform

- Owned and modernized portfolio-level planning, forecasting and performance analytics, partnering with the CFO, brand presidents and private-equity stakeholders.
- Produced annual budgets, rolling forecasts, adjusted EBITDA bridges, profitability analyses, investment cases and consolidated board-level reporting connecting business drivers to growth, margin, operating costs and capital decisions.
- Supported acquisition valuation, due diligence, pro forma financial modeling and post-acquisition reporting integration.
- Standardized financial and operational KPIs and automated analytics infrastructure; prior initiatives reported approximately 30% better forecast accuracy and 40% lower reporting latency.

Lead, Financial Data Strategy & Analytics

03/2019 - 11/2020

Public Company Accounting Oversight Board (PCAOB)

- Modernized revenue forecasting, fee assessment, financial controls and liquidity reporting with repeatable Python/SQL workflows.
- Reported approximately 30% improvement in forecasting and reduced processing cycles while strengthening regulatory traceability.

Associate, Capital Markets FP&A & Analytics

06/2018 - 03/2019

Morgan Stanley

- Analyzed institutional business performance, trading P&L, profitability, costs and exposure; automated reconciliation and recurring management reporting.

Quantitative Finance Analyst

06/2016 - 06/2018

Envestnet

- Built portfolio performance, risk, reconciliation and analytics workflows using SQL, Python and R.

Financial Data & Reporting Analyst

08/2013 - 06/2016

SB Financial

- Supported portfolio analytics, quantitative investment research and scalable client reporting.

OPEN SOURCE

dately

Temporal parsing, conversion and normalization for messy date/time inputs.

numbr

Numeric parsing across words, ordinals, integers and Roman numerals.

azauthlib

Microsoft authentication for automated reporting and data workflows, with token reuse and secure credential storage.

quantsumore

Python library for market data, fundamental analysis and technical indicators.

EDUCATION

M.S. Accounting & Accounting Systems - Indiana Wesleyan School of Business

B.S. Political Science & Government Finance - North Carolina State University

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