CJ. *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, Financial Planning & Analytics Consultant

2025 - Present

DOYDL Technologies · Financial strategy & technology advisory

- Provide strategic financial planning, investment analysis, forecasting and financial modeling to support resource allocation, capital decisions and long-term business performance.
- Design and develop integrated financial applications, automated reporting solutions and analytical frameworks that connect financial systems, streamline workflows and improve decision-making.
- Evaluate cloud economics, infrastructure costs and operational performance using financial modeling, predictive analytics and cost optimization strategies to improve efficiency and investment returns.

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.

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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