

GEOFFREY CELLA

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STRATEGIC FINANCIAL LEADER

Strategic leader specializing in program and portfolio budgeting, financial planning, reporting, and analysis. Proven track record of fostering profitable relationships through effective communication and consistent follow-through. Trusted advisor to C-level executives, leveraging diverse industry experience to solve complex challenges and drive corporate growth.

Created Forecasting Tool to manage \$500M Annually.

Transformed relations between Business & IT

Strategic Leadership ▪ Business & IT Portfolio Management ▪ Budgeting and Forecasting ▪ Financial Planning and Analysis
Effective Communications ▪ Relationship Building ▪ Coaching & Mentoring ▪ Team Leadership
Reporting & Analysis ▪ Data Science ▪ SQL ▪ Risk Modeling ▪ Stata ▪ MATLAB

CAREER HIGHLIGHTS

USAA

2020 to Present

IT Systems Analyst Lead – Property and Casualty IT | 2024 – Present

Recruited to aggregate line of business forecasts in Database Tool. Engaged Delivery Managers and EMG on forecasting process and created transpositions of existing forecasts into the new model.

- Managed Forecasting cycle for \$500M of IT estimates including assumptions and aggregated into a Self-Built Access Database Tool. Recommended and Influenced PMO to use Tool to certify IT estimates prior to Funding Decisions.
- Program Management of PNC internal Technical Debt Remediation and Cross-Cosa Technical Debt Remediation for PNC.** for Platform and Application Migrations, Eliminations, and End of Support. Managing and building on existing reporting capabilities to ensure correct prioritization based on sizing, cost, and subject matter expert capacity.

Business Operations Analyst Lead – Enterprise Chief Information Office | 2022 – 2024

Recruited to build forecasts and manage business needs for all IT engagements, including key growth, operations, and maintenance initiatives.

- Created Access Database tool to standardize project forecasting for ~\$500M/year of Property and Casualty IT development spend.
- Transformed relationships between Business and Technology**, fostering collaboration with program sponsors, business strategy, and planning directors.
- Recognized for consistently delivering results** and understanding unique needs.

Created Forecasting Tool to manage \$500M Annually.

Transformed Relationships between Business & IT

Business Advisor Lead – P&C Modernization 2020 - 2022

Recruited to transform annual budgeting and forecasting into a trustworthy and reliable operation by establishing new, repeatable processes. Collaborated with Executives on mission-critical projects, including board metrics and board deliverables reporting.

- **Spearheaded a 33% increase in funding** for the largest modernization program (\$1.6B) by analyzing historical data and building a compelling data story.
- **Achieved <1% variance in 2021 business financials** through expert forecasting and cross-functional partnerships with eight program managers.
- Maximized program flexibility by coaching team members to refine financial planning details, influencing decisions within the scope, schedule, and budget parameters.

Secured 33% funding increase

Forecasted financials within 1% in 2020 & <1% in 2021

KENWAY CONSULTING

2018 to 2020

Management Consultant – Management & Information Technology

Consulted within diverse industries, including financial services, construction, telecommunications, and B2B sales. Supported internal business growth through strategic business development and cultivating relationships with existing clients. Key projects included:

- **B2B Hardware Company:** Guided company in the strategic restructuring of annual compensation and incentive frameworks, optimizing employee rewards and business outcomes.
- **Regional Private Bank:** Orchestrated a seamless migration of the client lockbox process to a third-party bank for a team of 30. Established repeatable processes and procedures, ensuring a white-glove level of service remained intact.

Led team of 30 in process migration project

Restructured compensation and incentive pay plans.

ELDORADO TRADING GROUP

2009 to 2016

Senior Trader, Fixed Income

Traded fixed income interest rate futures and derivatives, providing market summaries and critical insights for Asian and European trading hours, identifying anomalies for consideration by management and colleagues.

- **Achieved a trading profit of \$83K in one session** by conducting causal analysis and correlation studies, successfully determining inter-market patterns and trends.
- **Established and led a structured, hands-on training program** for six junior traders, guiding them to build tactical strategies and navigate interest rate derivative markets.

Published Actionable Market Summaries to Eldorado Traders

Created & implemented hands-on training for junior traders

Previous positions include Founder – Ads on Athletes | Account Manager – Air Liquide Industrial US LP

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration – Qualitative Methods for Business & Econometrics

Certificate in Applied Economics, Graduate Assistant, Organizational Behavior & Business Ethics (2017 to 2018)

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

Bachelor of Science – Business Economics

MIAMI UNIVERSITY

Course Certificates: SQL for Data Science, Decision Making, Modeling Risk, and Quantitative Modeling

COURSERA

VOLUNTEER

MBA Candidate Tutor – MBA Finance, MBA Economics, and MBA Financial Economic Theory

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE