

Gabriel Kronisch

gkronisch19@gmail.com | (831) 588-5339 | [linkedin.com/in/gabriel-kronisch](https://www.linkedin.com/in/gabriel-kronisch)

EDUCATION

The Pennsylvania State University, Smeal College of Business, University Park, PA May 2025
Master of Finance (MFIN) | GPA: 3.89

• *Relevant Coursework:* Advanced Financial Modeling with Excel, VBA, and Python; Financial Analysis and Valuation; Advanced Financial Analysis; Strategic Financial Management; Corporate Finance Projects; Managerial Accounting; Risk and Decisions

Willamette University, Salem, OR May 2024

B.A. Economics, with Department Honors | GPA: 3.93 (Summa Cum Laude)

Phi Beta Kappa, Senior Key award, 4 award scholarships from major departments

Willamette University, Salem, OR May 2024

B.A. Japanese Studies | GPA: 3.93 (Summa Cum Laude)

SKILLS

Technology: Excel, Power BI, Power Query, DAX, Data Visualization, ETL, VBA, Macros, AI, SQL, R, Python

Finance-Related: Corporate Financial Analysis, Financial Statements, Financial Projections, Financial Modeling, Risk Management, Stock Valuation, Company Valuation, DCF Analysis, Project Valuation, IRR, GAAP, Budget Creation, Budget Management and Reconciliation, Treasury, Stock Investment, Grant Administration, Grant Writing, Finance, Economics, Financial Planning

Languages: Advanced Japanese Proficiency (N3)

RELEVANT EXPERIENCE

Strategy Consultant September 2024 - Present

Impulse, Remote

Consult weekly with CEO on self-improvement app development, business strategy, and user interface optimization

- Created comprehensive SWOT analysis and long-term business plan in Excel to balance user engagement and profitability
- Designed and documented 15+ UI/UX improvements and feature proposals, collaborating with design team via Slack and providing feedback on mobile prototyping tools
- Advised on freemium monetization structure, launch timeline, and user engagement features (goal tracking, rewards, habit system), resulting in 3+ implemented features directly from strategic recommendations
- Developed detailed milestone logic including moving average-based habit success tracking and subscription cap strategy, with contributions exceeding CEO expectations and forwarded to design team for roadmap implementation

Director of Strategic Planning August 2024 - May 2025

Penn State Finance & Business Department, Graduate & Professional Student Association, University Park, PA

Managed and allocated \$108,000 GPSA annual operating budget with enhanced forecasting and strategic oversight

- Reviewed and evaluated 38+ proposed funding bills using Excel-based sensitivity analysis and SharePoint documentation systems
- Created automated cash flow metrics and monthly/annual financial forecasts, identifying 20+ miscategorized bills and collaborating with ASA on budget corrections
- Modernized budgeting format with enhanced dashboards and cash burn rate calculators in Excel, improving decision-making clarity and fund visibility
- Advised on optimal allocations based on real-time fund balances, helping avoid budget shortfalls near year-end
- Developed data-driven recommendations that supported successful case for increased future funding, directly advising GPSA VP of Finance & Business

Treasurer August 2024 - May 2025

Penn State Smeal College of Business Business Leaders for Change, University Park, PA

Created and managed \$1,500 annual budget for inaugural sustainability-focused events and building organizational structure

- Built comprehensive event budget from scratch using Excel and OneDrive, conducting comparative benchmarking analysis of peer events for accurate cost estimation
- Negotiated with stakeholders to reduce projected costs by 25% through real-time adjustments during live pitch meetings
- Successfully secured 100% of requested funding from Penn State's Professional Graduate Programs office after presenting detailed proposals alongside organization leadership
- Coordinated Earth Day Panel & Pitch Competition (~40 attendees, 3 sustainability-focused CEO panelists), establishing funding account infrastructure and vendor relationships

Chief Financial Officer

Williamette University International Collegiate Business Strategy Competition (ICBSC)

January 2024 - April 2024

Team CFO in a competitive, 11-week global business simulation; drove aggressive strategic reinvestment and delivered 90.8% YoY revenue growth in Year 6

- Spearheaded 167% total revenue growth, with a 22% CAGR, over simulated 5-year tenure, increasing quarterly revenue from \$3.84B to \$10.24B
- Delivered \$579M peak net profit (7.3% profit margin, Y5Q4) and \$3.6B peak gross profit (45% of revenue, Y6Q2) through pricing optimization and cost control
- Orchestrated 78% quarterly revenue acceleration during strategic turnaround (Y6Q1→Y6Q2)
- Performed biweekly capital budgeting, cash flow forecasting, and P&L analysis in Excel across 20+ simulated quarters
- Maintained profitability in 62% of quarters while managing up to \$23.4B in assets (Y7Q3)
- Authored financial statements / footnotes for annual report and co-led final pitch presentation to exec judges panel
- Conducted sensitivity analysis and Bayesian updating on marketing, R&D, and capacity investments using internal ops data, industry reports, and competitor recon surveys
- Iteratively updated financial models with competitive intelligence, revising strategies on cost structure, production, and pricing
- Collaborated with C-suite on CapEx allocation, staffing, and pricing strategy to maximize ROI and shareholder value
- Earned Best Presentation, Runner-up Best Documents, and Runner-up Best Overall awards among international university teams

Treasurer

April 2023 - May 2024

Willamette University Events Board, Salem, OR

Managed \$120,000+ annual budget for student event programming with enhanced financial controls and reporting

- Oversaw full-cycle budget operations for ~12 large-scale internal events and ~6 external organization grants, using Excel and Google Sheets with weekly expense reconciliation
- Submitted bi-annual funding requests of ~\$60,000 each to ASWU with detailed justifications and item-level breakdowns, maintaining 100% approval rate through strategic planning and collaboration with WEB leadership
- Redesigned budget templates with color-coded summaries, rolling cash flow projections, and emergency buffer fund modeling, reducing projected expenditures by ~25% via active negotiation and collaborative adjustments
- Tracked and reported attendance metrics (Nerdology: ~150 students; Annual Events: 500-700 students), collaborating with SEAL Assistant Director on variance analysis, cost optimization, and end-of-term cash burn rate estimations to inform allocations
- Conducted weekly presentations to Executive Board and President with budget updates, variance analysis, and scenario-based recommendations, improving internal reporting standards and strategic decision-making

Financial Officer

August 2022 - May 2024

Willamette University Community Action Fund for Equity and Sustainability, Salem, OR

Maintained \$130,000 annual operating budget, oversaw 49+ grant projects, and implemented enhanced financial governance systems

- Led full-cycle financial operations tracking ~\$130,000/year in student fee revenue, processing 93+ journal entries using Excel macros for disbursements, corrections, sweeps, and account reconciliation
- Created Expense List Approval (ELA) system at University Accounting request to prevent G/L mischarges, following a major project-level mischarge; implemented policy change that reduced average mischarge rate to zero and brought compliance rate up to 100% over two academic years
- Developed dual-reporting infrastructure with weekly treasurer updates (project-level) and monthly financial reports (fund-level) using Google Sheets and Excel, improving transparency for committee leadership
- Managed ~12.5 projects/term averaging \$10.4K/project, conducting weekly forensic audits and compliance checks while implementing DocuSign-based grant and ELA agreements for enhanced accountability and communication from grantee teams
- Designed financial transition plan using straight-line depreciation modeling for extant and disallowed recurring \$20-30K grants (e.g., SOAR Center), successfully redirecting funding toward more impactful startup projects aligning with CAFES' goals
- Coordinated \$25K internal sustainability project (campus bottle filler installation), identifying underspending trends and surplus reallocation opportunities through variance analysis