**Guadalupe Hernández**

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# Experience

**Kellogg’s**

**Senior Finance Manager Aug 2019 – present**

* Led financial planning and analysis for a $1.1B snacks portfolio, including Cheez-It and Pringles North America.
* Managed all monthly reporting, forecasting, and annual planning activities, reducing forecast variance by 18%.
* Partnered with marketing to model ROI on promotional campaigns, resulting in a $9M increase in incremental revenue.
* Supervised a team of five analysts, driving improvements in reporting automation and career development.
* Streamlined SKU-level margin analysis process, improving speed-to-insight by 40%.

**General Mills**

**Finance Manager Jan 2016 – Aug 2019**

* Oversaw P&L for the Refrigerated Baked Goods business unit ($600M), including scenario modeling and long-range planning.
* Supported pricing strategy and trade investment decisions across retail and club channels.
* Developed margin improvement roadmap for Pillsbury products, identifying $12M in potential COGS savings.
* Implemented new dashboard tools in Power BI to support demand planning and finance integration.
* Collaborated with R&D and supply chain to financially vet innovation initiatives.

**SC Johnson**

**Senior Financial Analyst Feb 2011 – Nov 2015**

* Supported global home cleaning brands including Windex, Pledge, and Scrubbing Bubbles with forecasting and planning.
* Partnered with international markets to align budgets with global performance targets.
* Built standardized performance dashboards that reduced manual reporting effort by 50%.
* Conducted post-launch analysis of new products, helping to improve future investment criteria.

**Kraft Heinz**

**Financial Analyst -> Sr Financial Analyst May 2007 – Feb 2011**

* Supported corporate FP&A team with consolidated P&L reporting across North American brands.
* Conducted variance analysis and executive reporting for monthly operating reviews.
* Built and maintained financial models used in annual operating plan and strategic planning processes.
* Promoted after successfully redesigning forecast templates for brand-level managers.

**Meijer**

**Financial Analyst Jun 2006 – Apr 2007**

* Conducted store-level profitability analysis and supported regional planning reviews.
* Assisted in the development of a labor cost forecasting tool used across 100+ store locations.
* Supported CapEx evaluation for new store construction and remodels.

# Education

**Northwestern University – Kellogg School of Management,** Master of Science in Finance (2013)

**University of Wisconsin – Madison,** Bachelor of Business Administration (2006)