

# Alyssa Peck

📍 San Jose, CA    ✉ alyssa1peck@gmail.com    in alyssapeck

CPA with 9 years of experience leading global cross-functional teams, driving digital finance transformation, and optimizing processes. Passionate about aligning financial operations with strategic goals through automation, advanced analytics, and continuous improvement.

## Experience

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### **Assurance Senior Manager and Digital Advisor**

*August 2023 – Present*

*Previously: Assurance Manager and Digital Coach, Senior and Associate*

*August 2016 – August 2023*

- Led multiple global audits for Fortune 100 tech clients, managing teams of 8-15, while collaborating with diverse external and internal stakeholders, including international component and offshore support teams
- Owned and led digital transformation strategy for EY's Apple account and served as Digital Advisor to West Region, coaching teams on GenAI, Alteryx, Power BI, and global tools adoption, aligning with Lean Six Sigma principles
- Built sophisticated revenue recognition analytics and monitoring systems for subscription-based business models, including Box Inc., analyzing revenue streams and creating predictive analytical procedures to forecast revenues under ASC 606
- Developed comprehensive financial data models downstream from NetSuite and SAP B1 systems, creating reports and leveraging data for automated dashboards and financial analysis, including aging analysis, trend reporting, correlation analysis, and variance analysis
- Experienced in complex technical accounting matters, including stock-based compensation, leases, capitalized software, investments, revenue recognition, and convertible debt. Led audit adoptions of new standards like ASC 842 and ASC 606
- Performed Budget vs Actual (BvA) analysis for engagement teams to assess project profitability and resource allocation, forecasting future financial performance based on historical data and current trends using advanced analytical techniques
- Implemented statistical sampling methodologies to assess financial data accuracy and identify potential errors or anomalies, selecting representative transaction samples and extrapolating results to entire datasets
- Ensured efficient and effective SOX 404 compliance by developing a deep understanding of clients' business and IT processes, providing best practice recommendations and audit support documentation
- Developed and deployed 15+ custom digital tools for engagement teams, including automated reporting systems and dashboard visualization tools that became the foundation for solutions used by engagement teams across the US
- Built end-to-end data pipelines using SQL queries and ETL processes to provide key insights on financial metrics, trends, and correlations, working with cloud platforms including Snowflake to pull ERP data
- Drove transformation of data tooling within EY to improve process efficiency and accuracy, partnering with IT teams to provision new systems and build scalable analytical solutions for data processing
- Created evidence-based financial audit visualizations and generated automated reporting systems to facilitate external audits and compliance requirements
- Recognized as a high performer with early promotions to Manager and Senior Manager roles and external recognition by the San Francisco Business Times/CAL CPA as an honoree of the Next Generation in Accounting
- Coordinated and managed 20+ global statutory audits annually, while supporting an additional 50+. Traveled internationally to coach teams on best practices and emerging industry trends
- Trained and supervised junior staff on US GAAP, regulatory matters, best practices, and data analytics methodologies through both formal lectures and on-the-job training

**Industry Focus:** Tech (including SaaS and subscription-based models), Retail

*Ernst & Young, San Jose, CA*

## Education

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**Santa Clara University**

*Graduated June 2016*

*Bachelor of Science in Accounting, Minor in Entrepreneurship*

*Santa Clara, CA*

## Skills and Certifications

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**Certifications and Memberships:** Certified Public Accountant, California Board of Accountancy (145179) and AICPA member, EY Digital Silver Badge, Alteryx Designer Core Certification, Lean Six Sigma White Belt

**Technical Skills:** SQL (data querying and analysis), Python (data manipulation and automation), Power BI, Tableau (viewed), Alteryx (ETL), Statistical Sampling and Analysis, Data Modeling, Revenue Recognition Analytics (ASC 606), Financial Planning & Analysis (FP&A)

**Core Competencies:** US GAAP, Digital Transformation and Automation (AI/RPA), Global Process Optimization, SOX 404 Compliance & Risk Mitigation, Cross-Functional Leadership, Business Intelligence, Automated Reporting Systems, Data Quality Frameworks

**Systems & Platforms:** NetSuite (reporting and data extraction), SAP B1 (financial reporting and analysis), Snowflake (data querying), Power BI, Power Automate (RPA), Alteryx (ETL), Microsoft 365, Copilot, Blackline, Workday, Coupa, AuditBoard, Asana, Box, DataSnipper