

Alyssa Peck

📍 Mountain View, CA ✉ alyssa1peck@gmail.com in alyssa1peck

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

Assurance Senior Manager and Digital Advisor

August 2023 – Present

Assurance Manager and Digital Coach, Senior and Associate

August 2016 – August 2023

Ernst & Young, San Jose, CA

Industry Focus: Tech (including SaaS), Retail

- **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
- **Developed comprehensive financial data models** downstream from NetSuite and SAP systems, creating reports and leveraging data for interactive dashboards and financial analysis, including aging analysis, trend reporting, correlation analysis, and variance analysis
- **Performed Budget vs. Actual (BvA) analysis** for engagement teams to assess project profitability and resource allocation
- **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
- **Experienced in complex technical accounting matters**, including stock-based compensation, leases, capitalized software, investments, revenue recognition, convertible debt, ASC 842, ASC 606
- **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 custom digital tools** for engagement teams, including automated reporting systems and dashboard visualization tools that became the foundation for tools used by engagement teams across the US
- **Built end-to-end data pipelines** using ETL processes to provide key insights on financial metrics, trends, and correlations, working with cloud platforms including Snowflake to pull ERP data
- **Externally recognized by the [San Francisco Business Times](#)** and 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
- **Understood clients' strategic business objectives** through various touchpoints, including quarterly meetings with client's Audit Committee and C-suite executives to drive alignment between financial reporting objectives and enterprise risk/governance frameworks.

Education

Bachelor of Science in Accounting, Minor in Entrepreneurship

Graduated June 2016

Santa Clara University, Santa Clara, CA

Skills and Certifications

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

Core Competencies: US GAAP, Digital Transformation and Automation (AI/RPA), Global Process Optimization, SOX 404 Compliance, Cross-Functional Leadership, Business Intelligence, Statistical Sampling and Analysis

Systems & Platforms: SAP, NetSuite, Power BI, Power Automate (RPA), Alteryx (ETL), SQL (intermediate), Microsoft 365, Copilot, BlackLine, Workday, Coupa, AuditBoard, Asana, Box, DataSnipper