

# 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

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**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 6 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 recognised 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

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**Bachelor of Science in Accounting**, Minor in Entrepreneurship

*Graduated June 2016*

*Santa Clara University, 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

**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