

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

Assurance Senior Manager and Digital Advisor

August 2023 – Present

Assurance Manager and Digital Coach, Senior and Associate

August 2016 – August 2023

Industry Focus: Tech (including SaaS), Retail

Ernst & Young, San Jose, CA

- 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 B1 systems, creating reports and leveraging data for automated dashboards and financial analysis, including aging analysis, trend reporting, correlation analysis, and variance analysis
- 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 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
- External recognition by the San Francisco Business Times/CAL CPA as an honoree of the Next Generation in Accounting
- Experienced in complex technical accounting matters, including stock-based compensation, leases, capitalized software, investments, revenue recognition, convertible debt, ASC 842, ASC 606

Education

Santa Clara University

Graduated June 2016

Bachelor of Science in Accounting, Minor in Entrepreneurship

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

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