

William T. Gibson, Jr.

3472 Pierce Street San Francisco, CA 94123 · (925) 588-9698 · will.gibson7@gmail.com

EDUCATION

University of Southern California | Los Angeles, CA
B.S. Business Administration | Emphasis: Entrepreneurship

May 2017
Cumulative GPA: 3.64

Honors: Cum Laude **Dean's List:** Spring 2014, Fall 2014, Spring 2015, Spring 2016, Fall 2016, Spring 2017

Relevant Coursework: Marketing, Data Analysis for Decision Making, Operations Management, Strategic Management, Technology Ventures, Management of New Enterprises, Business Statistics, Business Communication, Microeconomics

RELEVANT EXPERIENCE

Apple | Finance Development Program Analyst | Cupertino, CA

Summer 2016 | October 2017 – Present

- **Product Marketing: International Pricing** – Assisted with the international pricing of NPI and sustaining Watch, iPad, Mac, & Accessory products for split Fall launch cycle, performing extensive modeling and portfolio & competitive analysis for both introductory and repriced SKUs. Prepared International Price Committee slides covering Portfolio Value Proposition and Competitive Analysis, including market share and competitor price comparison/strategy data.
- **Global Finance Projects: Operations/Engineering BPR** – Managed 5 system implementation projects through phases of Apple's standardized Project Life Cycle. PM activities included coordinating meetings, negotiation between partners, tracking KPIs, and communication of key information to ensure in-scope and on-time project completion.
- **Retail: Store Strategy & Operations** – Provided strategic analytic support for AMR store & market leadership consisting of weekly controllable margin reporting and analysis on iPhone sales programs success metrics.
- **Retail: Real Estate & Development** – Led Portfolio Tool 2.0 Project seeking to extract and organize all relevant data and metrics from archived proformas dating back to 2014, enabling swift comparison and analysis between current & prior new store and replacement store proposals in order to speed up leadership approval process.
- **R&D: Product Integrity** – Assumed day-to-day financial analyst support duties consisting of budgeting, forecasting, finance approvals, and ad hoc analysis related to compliance and reliability testing for development projects across all LOBs. Led process integration and socialization of Balance (an internally-developed FileMaker tool assisting with financial data collection and analysis) throughout various levels of the organization.
- **WW Corporate FP&A** – Responsible for weekly/monthly forecast deliverables and business partner submissions related to gross margin at both the product and company level. Designed a Tableau dashboard utilizing prior generation product bridge logic, producing more insightful YoY analysis for forecast commentary.
- **WW Operations: Procurement FP&A** – Coordinated cross-functional meetings with GSMs for monthly fixed product cost forecast deliverables and presented variance analysis to Strategic Partnerships & Operations VPs.

The Coca-Cola Company | National Retail Sales Intern | San Ramon, CA

Summer 2015

- Assisted in the planning and forecasting of promotional pricing scenarios for 12 product packages across 14 Albertson's divisions nationally, resulting in analysis of program Retail Dollars, AGP, and ROI figures
- Performed trade spend analysis on various promotions using regression modeling to evaluate effectiveness and ROI, producing an optimized use of checkbook funds and useful data for Account Managers

J.P. Morgan Securities | Summer Analyst | San Francisco, CA

Summer 2014

- Gained exposure to capital markets and private wealth management through assisting financial advisors in analyzing new investment opportunities, maintaining client portfolios, and prospecting new clients

LEADERSHIP & INVOLVEMENT

Tau Kappa Epsilon Fraternity | Beta Sigma Chapter | Los Angeles, CA
Treasurer (2015) | V.P. of Philanthropy (2014) | Pledge Class President (2013)

August 2013 – May 2017

Los Angeles Community Impact Consulting | Los Angeles, CA

January 2015 – May 2017

- Implemented strategic solutions for the scalability and expansion of a charter school management organization
- Compiled primary and secondary research for recommendations on an organizational structure development strategy

SKILLS & ACTIVITIES

- **Technical Skills & Systems:** Microsoft Excel, Tableau, FileMaker, Essbase, BusinessObjects, SAP, Citrix, WebEx
- **Activities & Interests:** Basketball, Tennis, Equity Investing, Real Estate Investing, Autonomous Vehicles