

# LINDSEY STRANAHAN



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## EXECUTIVE PROFILE:

Diversified finance leader with over 20 years of experience supporting both multibillion-dollar public corporations and high-growth private equity-backed organizations. Excellent communication, management and presentation skills offering influential support to a wide variety of cross-functional teams, executives, and board members. Expert in KPI setting and tracking, P&L management, strategic planning, and financial modeling. Highly analytical with ability to identify actionable insights through complex data analysis. Skilled in creating sophisticated sales plans that drive profitable growth.

## HIGHLIGHTS:

- Executive team member, responsible for presenting financial performance metrics to internal and external stakeholders including quarterly **Town Hall meetings of 200+ employees**.
- Led collaboration at **Top-to-Top Meetings, Joint Customer Business Planning and Quarterly Business Reviews** with sales leadership teams nationwide.
- Implemented **Power BI and scaled companywide reporting** from basic customer-only P&Ls to detailed, item-level P&Ls across customers, product segments, and geographies.
- Led comprehensive **financial modeling and analysis**, both pre and post investment, supporting the company's strategic objective of opening a new 1.2 million square-foot distribution center in Georgia.
- Developed and successfully executed the company's first-ever **Mentorship Program**, fostering personal growth and leadership skills across the organization.

## PROFESSIONAL EXPERIENCE:

**BRADSHAW HOME (CPG) - Rancho Cucamonga, CA**

*May 2020 – July 2024*

### **Director of Finance**

- Key member of the executive leadership team collaborating with cross-functional leaders to strategize and build financial budgets and forecasts, set detailed sales quotas, and track performance against each objective.
- Partnered with CEO, CFO, COO, and VP Sales to build strategic operating plans, driving expected EBITDA growth of +17% for 2024 and scaling revenue from \$650M to \$1B in the 5-year plan.
- Fluent in data analysis driving continuous improvement including spearheading the development and launch of Power BI. Trained entire sales organization on dashboards, significantly enhancing data-driven decision making.
- Led companywide SG&A planning process, including headcount planning and tracking department budgets.
- Train, develop and lead a high-performing hybrid team of five direct reports and several dotted-line employees.
- Detailed analytics to measure and track KPI's and provide actionable insights to department leaders.
- Build reports and share business insights including educating and informing leaders on risks and opportunities.
- Prepare monthly financial reports and share presentation decks with internal and external audiences.
- Collaborate with sales and marketing teams to launch innovation items and reach company distribution goals.
- Oversight to accounting team, improving processes including reducing month end close by two days.
- Woman of Bradshaw advocate including leading the development and implementation of Mentorship Program.

**DEL MONTE FOODS – San Francisco Bay Area, CA**

*July 2012 – April 2020*

### **Senior Manager Corporate FP&A – Food Service & Export Business (January 2017 - April 2020)**

- Finance liaison for Global Strategic Supply Vice President of Sales overseeing \$300 million net sales business.
- Full P&L ownership including validation and variance reporting for Food Service, Export, & Co-Pack businesses.
- Established and implemented base pricing model which improved Food Service EBITDA by \$4 million in year one.
- Optimized product mix through deep dive analysis on margins driving elimination of fifty negative profit items.

## **Senior Manager Corporate FP&A – Retail Business (November 2015 - December 2016)**

- P&L management and reporting for Tomato, College Inn and Produce (\$310 million) across all Retail customers.
- Worked with sales teams to develop pricing and promotional strategies, create innovation P&Ls with sales distribution targets, and establish private label bid financial guidelines to profitably compete in market.
- Finance lead for Integrated Business Planning team (cross-functional 24-month planning & forecasting process).
- Review and explain variances in volume, net sales and profit against forecast, plan, and prior year results.

## **Senior Manager Sales Finance – Packaged Foods Business (August 2014 - October 2015)**

- Developed best in class ROI promotional analysis with insights and recommendations presented to Sales VPs.
- Recognized at National Sales Meeting and received MVP Award for Outstanding Sales Team Leadership.
- Traveled to sales regions attending in-market planning sessions building profitable plans with sales teams.
- Trained and developed three direct reports to prepare customer scorecards and lead monthly calls with sales.

## **Senior Manager Sales Finance – Pet Business (July 2012 – July 2014)**

- Provide financial planning and analysis for all strategic customers equivalent to \$1.8 billion or 72% of revenue.
- Influence Sales and Marketing teams on how to optimize a \$389 million trade budget across key customers.
- Provide sales teams with multiple financial scenarios to maximize sales and meet customer expectations.
- Lead and oversee multiple sales finance managers' engagement in monthly business reviews with sales teams.
- Participate in Customer Facing Top-to-Top Meetings, Joint Business Planning and Quarterly Business Reviews.
- Partner with sales teams to identify and quantify financial risk and opportunities.
- Review sales and trade forecasts; recommend changes to sales teams to improve accuracy of future forecasts.

## **PEPSICO – San Francisco Bay Area, CA**

*July 2005 – June 2012*

### **Manager & Senior Finance Manager - Tropicana West Division (October 2006 – June 2012)**

- Develop, review, and approve detailed annual operating plans for key customers and products.
- Forecast monthly sales, trade, and net revenue. Consistent acknowledgment of exceeding accuracy targets.
- Led SG&A planning, forecasting, and budgeting for entire QTG West Sales Division (+150 employees).
- Partnership with headquarters and sales team to roll out SAP system, processes, and design new reporting.
- Strong partnership and constant communication with large sales team and headquarter finance.

### **Senior Financial Analyst - Gatorade West Division (July 2005 – September 2006)**

- Detailed review of daily trade accruals report. Review trends and adjust accruals to improve trade accuracy.
- Prepare and review period close and forecasting reports. Assist with building and reviewing annual plans.
- Develop, maintain, and present standardized business reports and create custom ad hoc sales revenue reports.
- Consistent compliance with Sarbanes Oxley (SOX) initiatives and measures.

## **MERVYN'S CORPORATE HEADQUARTERS – San Francisco Bay Area, CA**

*September 2000 – June 2005*

### **Merchandise Planning Manager (August 2004 – June 2005)**

- Lead department planning and financial process of \$125 million Men's apparel business including development and presentation of seasonal financial plans and monthly sales forecasting.
- Manage the training and development of nine business analysts.
- Implement company objectives across entire buying office including execution of inventory flow strategies, meeting merchandise in-stock standards and reacting to rapidly changing business.

### **Business Analyst & Senior Business Analyst (September 2000 – July 2004)**

- Responsible for seasonal financial plans, monthly sales forecasting, advertising calendars, and inventory control.
- Negotiated vendor receipt cancellations, inventory flow and merchandise costs with key strategic vendors.
- Replenish, allocate and distribute merchandise to over 270 Mervyn's stores.

## **EDUCATION:**

Colorado State University, Fort Collins, Colorado

Bachelor of Science in Business Administration, Minor in Merchandising