

## Aaron Martinez, CPA

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### Professional Experiences:

#### **MillerCoors LLC: Finance Manager, Performance Planning & Analysis: Nov 2013 – Present**

- Responsible for development and ongoing management of ~\$600M of annual corporate general and administrative divisional expense budget
- Lead and develop a team of financial analysts
- Provide financial support to a diverse customer base of 500+ employees, including the chief level heads of 5 divisions (which included Finance, HR, BIS, Legal, and Comm)
- Provide in depth financial analysis around business initiatives of the customer base; act as trusted business partner to the leadership teams of the supported divisions
- Use knowledge of the business and financial expertise to help MillerCoors sell more beer

#### **MillerCoors LLC: Sr Analyst, Performance Planning & Analysis: October 2012 – Nov 2013**

- Responsible for development and ongoing management of ~\$160M annual Business Information Systems (BIS) budget
- Ensured accurate financial results, provided monthly financial reporting with appropriate level of variance analysis, identified cost savings, developed monthly forecasts and provided variance explanations
- Worked as a member of the BIS executive leadership team and provided insight and analysis to their business decisions
- Provided leadership and direction for a small team of one direct report and one indirect report

#### **MillerCoors LLC: Pricing Analyst, Great Lakes Sales Region: May 2011 – October 2012**

- Manage annual revenue and price promotion planning, execution and evaluation, including volume mix
- Work with GM's to develop localized pricing plans, incorporating pricing strategies, near and long term
- Support annual GI planning, execution and follow-up processes
- Provide business analysis to GM's and sales leadership related to pricing initiatives and new product launches
- Contact point for distributor customers for all pricing related issues including price promotions, frontline price suggestions, and billing amounts

#### **MillerCoors LLC: Financial Analyst, Great Lakes Sales Region: November 2009 – May 2011**

- Support region leadership and sales staff in all financial related matters
- Provide profit and loss results reporting to leadership on a periodic basis and help manage against plan goals
- Support sales teams with budget management to ensure compliance to plans and optimize market effectiveness
- Provide financial analytics around project potential and post event results
- Support sales teams with vendor and customer relations

**MillerCoors LLC: Financial Analyst, Technical Accounting: July 2007 – November 2009**

- Complete company consolidations and financial reporting process on a periodic basis for internal and external reporting requirements
- Research and analyze technical accounting topics under both IFRS and US GAAP reporting standards
- Apply overall knowledge of business to special projects and department initiatives

**Deloitte & Touche LLP: Audit & Assurance Specialist: Dec 2005 – July 2007**

- Applied GAAP accounting principles to clients' financial statements and processes in order to gain audit assurance and reach opinions on attest engagements
- Worked within a team setting to gain an understanding of a client's competitive landscape, positioning, strengths and weaknesses, and business practices to properly audit on the basis of risk
- Worked as acting Senior Auditor on multiple engagements and helped train less experienced staff while meeting goals and deadlines

**Miller Brewing Co.: Financial Systems Group (FSG) Intern: May 2005 – Dec 2005**

- Provided SAP support to multiple users of the system throughout the organization
- Assisted in a project to eliminate segregation of duties conflicts within the access roles of the Purchasing module of SAP

**Lincoln Contractors Supply: Sales Representative: May 2001 – May 2005**

- Worked as a sales representative of the company; maintained client relationships and provided support for the use of our products
- Built client sales contracts, and solved logistical issues

**Summary of Accomplishments/Certifications:**

- President – MillerCoors Hispanic Organization for Leadership Advancement (Milwaukee)
- Wisconsin Licensed Certified Public Accountant
- Working and/or educational experience with SAP, Hyperion, Microsoft Office software, Adobe, and Windows Operating Systems.
- Maintained 3.3 GPA or above throughout educational career
- Cardinal Stritch University Baseball Team Captain '04 and '05
- NAIA Scholar Athlete Award winner '04 and '05

**Education:**

University of Wisconsin-Milwaukee  
M.S., Accounting – Dec 2005

Cardinal Stritch University  
B.A., Business, Minor, Mathematics – May 2004

**References:**

Available upon request.

## Aaron Martinez, CPA

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Aaron Martinez is a manager within the finance division at MillerCoors LLC in Milwaukee, WI. Aaron has been involved with MillerCoors for roughly the past 10yrs, working full time for the past 8+yrs. He has worked in several analytical roles during this time including within the Technical Accounting group, within the area Sales team, and most recently supporting the Corporate Executive divisions (HR, Legal, Finance, IT, and Communications).

Aaron has a passion for engaging with people. He continuously finds ways to blend his business knowledge with his financial expertise to deliver out of the box ideas/solutions for his customers. He is a calculated risk taker, relying on quantitative data/analysis to support concise business decision making.

Aaron also has a track record of developing people. He acts as the President for the MillerCoors Hispanic culture Employee Resource Group in Milwaukee, HOLA (Hispanic Organization for Leadership Advancement). He takes a hands on approach for increasing financial acumen within his customer base through training sessions and business performance updates, and maintains personal development as a key priority for his direct team. 75% of the analysts on his teams have been promoted throughout the business.

Throughout his life, Aaron is proud to have lived in the Milwaukee area and is an avid supporter of Wisconsin athletic teams. Aaron played baseball at Cardinal Stritch University, where he received his Bachelor's degree in Business. He then received his Master's Degree in Accounting from the University of Wisconsin-Milwaukee. His father is a retired Milwaukee Police Officer and his brother is currently a Milwaukee Fire Fighter. Aaron is married to his wife Kelly; they have a 6yr old daughter, Morgan, and a 4yr old son, Sam.