**Jason C. Holly. Sr.**

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Spouse to Disabled Veteran

**Summary**

Results-driven finance and analytics professional with 10+ years of experience in revenue management, profitability analysis, and strategic planning. Proven ability to translate complex data into actionable insights, drive business growth, and optimize resource allocation. Knowledgeable in financial modeling, budgeting, dashboard creation, and sales incentive program management.

**Skills**

Financial Planning & Analysis (FP&A)

Financial Modeling

Budgeting & Forecasting

Strategic Planning

Sales Incentive Design & Administration

Pricing Strategy

Data Analysis & Reporting

Business Intelligence (BI)

Dashboard Development

SAP

CPG experience (While with L'Oreal and Williamson Dickes)

Tableau

Microsoft Office Suite (Excel, PowerPoint, Word)

SQL

**Professional Experience**

**Southern Glazers Wine and Spirits, Farmers Branch, TX 2013-2025**

**Business Intelligence Incentive Analyst 2023-8/2/2025**

* Collaborated with sales teams to optimize resource allocation while adhering to brand standards, enhancing overall brand management strategies.
* Provided analytical support for national sales programs using BI tools, identifying areas for improvement and growth through comprehensive data analysis.
* Led a team of four analysts to develop and optimize business intelligence tools, resulting in a 98% increase in data accuracy and a significant improvement in decision-making efficiency.
* Managed the administration of sales incentive compensation and sales incentive programs, including monthly data input, quarterly payout analysis, and performance reporting.
* Developed a strategic incentive pay calendar and standardized reporting cadence, streamlining month-end close processes and improving overall program effectiveness.
* Designed analytics based on supplier and sales recommendations, delivering actionable insights to enhance program performance and decision-making support.

**Trade Development Manager 2018-2023**

* Own the setup, creation, and execution of strategic planning, budgeting, and intra-year forecasting processes.
* Develop and maintain processes and tools to enable accurate, timely financial forecasts and operational plans.
* Implemented price benchmarking and competitive analysis using EXCEL and SAP, informing pricing actions that improved margins and increased revenue.
* Prepare budget justifications and reviews for Leadership Team, facilitating informed decision-making on resource allocation.
* Conduct proactive ad-hoc financial analysis by determining key information needs, sourcing data, and presenting insights to executives.
* Collaborated with Regional Pricing Managers, Field Sales, and key accounts to resolve pricing disputes, improving customer retention and regaining lost sales.

**Business Marketing Analyst 2013-2018**

* Produce comprehensive reports, including Board Packets, Business Reviews, and operational dashboards to monitor performance against strategic goals.
* Compile and analyze monthly departmental financial reports, explaining variances and refining forecasting accuracy through stakeholder feedback.
* Leverage SQL and other analytical tools to work with structured and unstructured data sources, generating insights to support strategic initiatives and operational efficiency.
* Analyze P&L variances monthly, providing detailed reports and actionable recommendations to improve financial performance.

Top of Form

**Education**

Master of Arts Executive Leadership, Liberty University, Lynchburg, VA

Master of Arts Theological Studies, Liberty University, Lynchburg, VA

Bachelor of Arts General Studies, Texas Woman's University, Denton, TX.

Majoring in Business and Sociology

Six Sigma Lean Champion