Leocadia Ferreira-Holm

Pricing Analyst, B2B Distribution

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SUMMARY

Pricing analyst with 6 years setting and reviewing prices for industrial distribution and consumer goods. Maintains price lists for 42,000 SKUs across 3 regions, led an annual increase that added 1.8 margin points while keeping volume within plan, and built the deal review model sales managers use every week.

EXPERIENCE

Senior Pricing Analyst — Menomonee Fastener Supply

Milwaukee, WI · May 2022 – Present

- Maintain list and contract prices for 42,000 SKUs in 3 regions, loading about 6,000 changes a month with a 2-step check.
- Modelled the 2025 annual increase by product family, adding 1.8 gross margin points while unit volume stayed within 2% of plan.
- Built a discount waterfall in Power BI that exposed $1.4 million a year in off-invoice rebates outside policy.
- Cut average quote approval time from 2 days to 5 hours by setting margin floors that auto-approve 70% of requests.

Pricing Analyst — Kettle Moraine Home Goods

Waukesha, WI · Jul 2019 – Apr 2022

- Reviewed 35 retail promotions a quarter, ending 6 that lost money after trade spend and returns.
- Tracked 400 competitor shelf prices monthly and flagged 25 products priced more than 10% above the market.
- Built an SQL cost feed that refreshed product margins weekly instead of quarterly.

SKILLS

Pricing methods: Cost-plus, value-based pricing, price waterfalls, discount policy, promotion analysis

Analysis: Excel modelling, SQL, Power BI, price-volume-mix, basic elasticity in Python

Systems: SAP SD pricing conditions, Pricefx, Salesforce CPQ

Communication: Deal reviews, pricing committee packs, sales training

CERTIFICATIONS

Certified Pricing Professional (CPP), Professional Pricing Society

EDUCATION

B.B.A. Finance, Marquette University, 2019

Fictional example by FindAJobAI: the person, employers and numbers are invented.