

Bruno Pedroso

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SUMMARY

Finance associate at a Series A software company who builds and automates its reporting and forecasting workflows, saving hundreds of hours a month, and models revenue, pricing, and unit economics with the CEO and CFO. Came up through business operations at UPS, where volume and labor plans were the critical inputs to daily resource allocation across a \$200 million automated facility. Master of Finance from Penn State Smeal with a BS in Economics.

EXPERIENCE

Referrizer (Series A SaaS company)

Remote

Strategic Finance Associate (Contract)

Nov 2025 – Present

- Supported **budgeting and re-forecasting** with ARR, **customer acquisition cost (CAC)**, and capital-efficiency models
- Forecast **revenue year over year**, setting growth and net revenue retention (NRR) assumptions for the plan
- Modeled weekly **burn, runway, and unit economics in Excel** with the CEO and CFO, steering a **\$1M capital raise**
- Managed **relationships with accredited investors**, fielding questions and follow-ups through the raise
- Allocated the **campaign budget across dozens of vendor plans and tiers**, cutting enrichment spend 34%
- Analyzed **subscription pricing** and set the recommended **price point for a new AI product offering**
- Automated recurring reporting with **Python scripts and AI agents**, saving **25 hours a week** of manual work
- Built a **research and reporting platform** on a 6,000+ record SQL database, **saving 300+ hours a month**
- Ran diligence on an **\$18.7M acquisition**, repricing its revenue-multiple ask against **actual NRR and 3% EBITDA**
- Drove adoption with **SOPs at three skill tiers**, no-code to Python, so the team ran the **workflows independently**

Apple

Bridgewater, NJ

Senior Technician (prior: Technical Expert, Technical Specialist, Specialist)

Oct 2021 – Sep 2025

- Managed **technical client relationships** for four years: **90 NPS vs a 75 store goal**, 340+ documented testimonials
- Cited by clients for a rare ability to **distill complex information** across technical and business audiences
- Resolved **Tier-3 escalations for consumer and business clients** across two stores, owning issues end to end
- Demonstrated **high attention to detail** by sustaining a **99% repair success rate** for 10 months vs a 93% goal
- Turned complex technical failures into **client-ready, plain-language action plans** for non-technical customers

UPS

Monroe Township, NJ

Operations Manager

Oct 2019 – Mar 2021

- Owned the **operating business plan**, forecasting volume, labor, and cost; delivered **92.1% effective-to-plan**
- Built **account-level demand forecasts**, consolidating volume and destination mix into the equipment and load plan
- Budgeted and re-forecast **labor hours by operational area**, translating productivity into unit cost analysis
- Performed **variance analysis of actual to budgeted** labor hours and cost, reconciling time cards and weekly payroll
- Led daily scorecard reviews with **30+ direct reports**: throughput, **cost-per-piece**, utilization, service levels
- Developed **action plans diagnosing root causes** behind throughput and service misses, returning the sort to plan
- Directed the operation to **3rd globally among UPS automated sorts** in Q1 2020 from the control room
- Broke the building throughput record at **200,000+ packages**, the only division operation to clear 150,000 at peak

Automation Specialist (prior: Feeder Dispatch Supervisor, Front Line Supervisor)

Sep 2017 – Sep 2019

- Ran operations for the commissioning of a **new automated hub**, the first of its kind in the Northeast
- **Stress-tested the facility to its rated spec** before go-live in daily reviews with vendors and engineers
- Led a **cross-functional process improvement** with Industrial Engineering, lifting facility **utilization from 79% to 96%**
- Built **analytics dashboards** in Excel and Access, giving supervisors live cost and capacity visibility
- Cut rental and rail **detention costs** with an exception tracker that caught equipment slipping out of the network
- Pushed the facility to **16th in the world and 11th in the US** among UPS automated sorts in 2019

EDUCATION

Master of Finance, Smeal College of Business, Penn State University

May 2026

Capstone (team lead): sell-side M&A engagement; presented the acquisition recommendation to ownership

Relevant coursework: Financial Engineering (derivatives), Fixed Income, Modern Portfolio Management, Financial Markets

Bachelor of Science in Economics, Minor in Security & Risk Analysis, Penn State University

SKILLS

Financial analysis: Forecasting, budgeting, variance analysis, cost analysis, unit economics, financial modeling

Tools: Microsoft Excel (advanced, VBA), SQL, Python, Power BI, Tableau, PowerPoint

AI & automation: AI tools (ChatGPT, Claude), automated reporting and research workflows

Languages: English and Portuguese (native), Spanish (advanced)

Certifications: MITx Computer Science and Programming Using Python; WSP Financial Modeling Certification