
Caroline Ashford

Strategy Manager

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Summary

Strategy manager with 8 years in corporate strategy and finance at consumer products companies, the last 4 on the corporate strategy team of a \$3B brand portfolio. Brings quantitative analysis, financial modeling and market sizing to portfolio, pricing and acquisition decisions, and writes executive presentations the CEO's staff can decide from.

Experience

Strategy Manager

Queensgate Consumer Brands — Cincinnati, OH — 06/2022 - Present

Corporate strategy team of 6 at a \$3B household and personal care products company.

- Led the 3-year strategic plan refresh for 5 business units, setting growth targets the board approved in 2024.
- Build quantitative models of category growth, pricing and share that guide \$150M in annual brand investment.
- Evaluate 40 acquisition targets a year and write business cases for the best fits; one deal closed at \$210M in 2024.
- Present quarterly portfolio reviews to the CEO's staff in PowerPoint, with Tableau trackers for 25 strategic KPIs.

Senior Financial Analyst

Tri-State Home Products — Cincinnati, OH — 07/2018 - 05/2022

FP&A for a \$900M housewares manufacturer selling through 4 channels.

- Built the annual operating plan model in Excel for \$900M in sales across retail, club, online and export channels.
- Analyzed SKU profitability on 1,800 items, leading to 260 discontinuations that raised gross margin 1.4 points.
- Prepared monthly variance reports and written commentary for the CFO and 4 division presidents within 5 working days of each close.
- Supported 2 bolt-on acquisitions with synergy models and integration tracking through the first 12 months.

Education

Master of Business Administration

Indiana University

Strategy and Finance

Bloomington, IN

05/2018

Skills

Corporate Strategy	—	Quantitative Analysis	—	Financial Modeling	—	Market Sizing
Business Cases	—	M&A Screening	—	Excel	—	PowerPoint
Tableau	—	Strategic Thinking				