

# ELIZABETH JAMES AVILA

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## EDUCATION

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**THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business**, Austin, TX **May 2018**  
**Master of Business Administration**, Concentration in Investment Management

- GPA: 3.7
- Forte Fellows; Consortium Fellows

**DUKE UNIVERSITY**, Durham, NC **May 2012**  
**Bachelor of Science in Economics**

- GPA: 3.6

## EXPERIENCE

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**MBA INVESTMENT FUND, LLC**, Austin, TX

**Portfolio Manager: Consumer Sector**

- One of sixteen students selected to actively manage value and growth portfolios with an approximate AUM of \$24M

**PEPSICO – FRITO LAY**, Plano, TX **2012 – 2016**

**Sr. Analyst: National Accounts, Kroger (2015 – 2016)**

- Managed complex P&L for 6 banners of Kroger, Frito Lay's second largest customer, representing \$360M in sales
- Developed store level inventory reporting during key holidays to provide targeted execution by sales force; resulted in high single digit growth since initiation
- Leveraged internal and external sales data to design tool to summarize brand's sales and spend by price bracket; enabled managers to forecast and identify ROI of promotion quickly and efficiently
- Prepared and presented top 20 supermarket performance report to senior leaders across sales and finance highlighting key trends and opportunities

**Analyst: Brand Finance (2014 – 2015)**

- Instituted brand forecast process to understand growth implications from key drivers such as space, innovation, pricing and media; adopted by entire team of nine
- Led periodic business reviews with cross-functional partners in marketing to highlight performance trends and identify risks and opportunities to sales and share targets
- Improved methodology for extracting growth implications from shifts in population; defined brands with higher mix of Hispanic portfolio and identified growth potential
- Defined and communicated performance metrics for major brand campaign across pricing, sales rates, inventory and share of perimeter resulting in better than plan performance of +\$6M
- Managed complex G&A budget for \$40M marketing organization, partnering with leaders across finance, HR and marketing; identified \$1.8M in productivity tactics to fund future investments

**Associate Analyst: Net Pricing (2012 – 2014)**

- Conducted trade strategy and calendar optimization analytics for Division Sales VP to meet top-line and trade productivity targets; achieved +3.5% top-line growth and delivered +0.7% of trade productivity
- Designed formal process to identify and manage retailer price and margin exceptions to national pricing architecture, reducing total number of exceptions by over 50%
- Assessed product exposure to cross-channel pricing conflict to drive alignment on pricing guardrails; mitigated risk on \$2M business within club channel
- Developed tool to visually assess relationships between growth, market share and trade investments in top accounts, channels and regions enabling senior managers to identify ROI and evaluate trade-off decisions
- Conducted pricing support analysis for innovation products, providing sales teams with actionable recommendations for launch and post-launch pricing strategies

## ADDITIONAL

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- Duke AAC Volunteer – interview and evaluate prospective undergraduate students in the Dallas area
- Junior League of Dallas, Active Member (2012-2016)
- Equest Volunteer (2016) – assisted equine therapy classes for children, adults and veterans with disabilities
- Boys & Girls Club Collegiate Steps Program Volunteer (2015) – mentor to students during college application process
- **Work Eligibility:** Eligible to work in the United States with no restrictions