






Antonio González

FP&A / Controlling Analyst

Reporting, Performance & Decision Support

 Zurich, Switzerland

 (+41)77 280 18 27

 www.antoniolibertad.com

 antonio.business444@gmail.com

SUMMARY

Finance-facing analytical profile with a Master's in Data Science and Business Analytics, focused on reporting, performance analysis, and decision support. Strong foundation in Excel, Power BI, SQL, Python, and Power Query, with applied work in variance analysis, profitability, cost-to-serve, and reconciliation logic. Best suited for FP&A, controlling, and business performance roles where structured analysis supports better financial decisions.

EDUCATION

Master in Data Science and Business Analytics

IMF Business School (2026)

Final grade: 9.6/10

Master's Thesis: 10/10

Data Analytics Mastery-DS4B

Practical training in Data Analytics and Business Analytics

LANGUAGES

Spanish – Native

English – Professional

German – Intermediate

SELECTED PROJECTS

Finance Data Foundation for FP&A and Controlling

Portfolio Project

- Designed a finance-oriented data foundation to support budgeting, forecasting, variance analysis, and management reporting across key business dimensions.
- Built structured reporting layers, reconciliation logic, and business rules to improve traceability, consistency, and decision-readiness for finance stakeholders.

Driver-Based FP&A Planning & Forecasting

Portfolio Project

- Built a driver-based FP&A planning and forecasting case linking commercial and operational drivers to monthly P&L visibility, Latest Forecast logic, and scenario analysis.
- Structured Budget vs Actual vs Latest Forecast views and management commentary to explain where profit conversion weakened and what management should prioritise next.

Commercial Margin Protection & Pricing Analytics

Portfolio Project

- Developed a commercial finance case to identify where discount leakage, returns, and weak price realisation were eroding margin performance.
- Structured the analysis around profitability visibility and action prioritisation, helping turn margin signals into clearer management focus areas.

Manufacturing / Operations Controlling & Cost-to-Serve

Portfolio Project

- Built a management-facing controlling case to identify where reported margin overstated real value once service burden, operational complexity, and fulfillment effort were considered.
- Translated cost-to-serve and product profitability signals into clearer priorities for management action and performance improvement.

RELEVANT WORK EXPERIENCE

Independent E-commerce & Performance Analysis Projects

2018 – Present (currently paused)

- Managed independent e-commerce initiatives, using performance and customer data to support commercial decision-making, prioritisation, and performance visibility.
- Analysed revenue, conversion, campaign, and behavioural signals to identify weak points, performance trends, and optimisation opportunities.

TECHNICAL SKILLS

Tools: Excel / Power BI / SQL / Python / Power Query

FP&A / Controlling: Management reporting / Variance analysis / Profitability analysis / Cost-to-serve analysis / Reconciliation logic / Performance analysis / KPI reporting

Reporting & Decision Support: Stakeholder reporting / Business performance analysis / Management insight generation / Structured decision support

Data & Controls: Data integration / Data modelling / Data quality checks / Validation rules / Source-to-target logic

Additional Exposure: Tableau / AWS / Databricks