

Carlos Vazquez

Strategic Finance & FP&A Leadership • Capital Allocation • Commercial & Pricing Economics • Finance Automation

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EXECUTIVE SNAPSHOT

Strategic finance leader with 14 years inside one of the largest subscription businesses in the U.S., most of it spent on one question: where should the next dollar go?

Trusted by senior leadership to cut through the noise, connect financial results to what's actually happening in the business, and say what to do next.

Builds the models, owns the story, and keeps the toolkit current, using automation and emerging tech to cut manual work and speed up insight.

KEY ACHIEVEMENTS

- Reviewed and structured **829 contracts** since March 2025 (**\$119M** in NPV, **\$105M** in annual revenue value), advising senior leadership on capital allocation.
- Found **\$10M** in operational savings in channel inefficiencies and redirected it to segments that could use it
- Sharpened pricing strategy by aiming competitive offers at high-value, tenured customers, lifting both **EBITDA and retention**
- Restructured an in-house/outsourced service-channel mix, lifting channel revenue **3%** and cutting customer abandon rate **5%**
- Migrated static PowerPoint variance decks into interactive dashboards (**Python, n8n**) sourced from Oracle and OneStream actuals, cutting manual reporting time and delivering executive-ready, real-time commentary
- Closed 2024 **3% under** a **\$326M** sales & marketing plan by offsetting an over-budget commissions line with savings identified elsewhere.

PROFESSIONAL EXPERIENCE

COX COMMUNICATIONS

2012 – Present

Multi-billion-dollar consumer and B2B subscription business. Four roles of increasing scope; promoted or recruited from within at each step. Cox Communications was acquired by Charter Communications in 2026.

Manager, FP&A – Corporate Strategy & Contribution Margin

2025 – Present

- Lead contribution margin planning across consumer and commercial segments at an enterprise level nationwide
- Advise senior leadership on where to invest: capital projects, business cases, and resource priorities, backed by profitability analysis and scenario modeling
- Tailor scenario models (**NPV, MIRR, ROI, cash flow**) to each investment decision, pressure-testing assumptions and trade-offs to land on a recommendation
- Primary for portfolio-level investment evaluation, pricing, and contract structuring across a **\$2B+** portfolio of long-term commercial agreements spanning the West Region (CA, NV, AZ)
- Reviewed and structured **829 contracts** since March 2025 (**\$119M** in NPV, **\$105M** in annual revenue value), advising senior leadership on capital allocation through profitability analysis and scenario modeling.
- Flags roughly **8%** of contracts for rework before advancing, nearly all of which are subsequently reworked and approved rather than lost, protecting deal quality without stalling the pipeline.
- Model revenue, cost structure, and capital requirements to assess lifecycle profitability and return thresholds
- Advise B2B sales leadership, VPs and Directors, on deal quality and financial stewardship: asking the questions that sharpen the story and making sure the numbers support what the contract promises
- Shape expansion strategy through disciplined evaluation of build costs, contract terms, and long-term return thresholds
- Set deal-level pricing across the portfolio: best-rate analysis that holds profitability, normalized pricing across multi-site customer portfolios, and post-mortems on how bulk pricing structures performed against market outcomes

Manager, FP&A – Client Support (Sales & Marketing Organization)

2022 – 2025

- Led Sales and Marketing FP&A for a **\$326M** operating budget spanning every customer-facing channel: revenue, unit volume, and revenue-per-customer targets, from enterprise plan down to frontline commissions and incentives
- Led a direct report and partnered in lock-step with a parallel Finance Sales Ops team to operationalize commission targets for **2,821 employees** across Field Sales and Communities, delivering financial reporting, scenario analysis, and decision support to sales leadership
- Held a full sales P&L advisory role, delivering readouts and recommendations directly to sales leadership
- Actively managed budget variance within the **\$326M** plan: when commissions ran over budget in 2024, identified and executed offsetting savings elsewhere, closing the year **3% under budget** overall
- Identified **\$10M** in operational savings in channel inefficiencies and redirected it to segments that could use it
- Partnered with Sales and Operations to restructure the in-house/outsourced service-channel mix, improving channel revenue performance (**3%**) and customer abandon rate (**5%**)
- Promoted from within after three years as the team's senior analyst

Senior Financial Analyst – Enterprise FP&A

2019 – 2022

- Senior analyst on the sales FP&A team, driving budgeting, forecasting, and long-range planning across all consumer business units
- Built the regression-based forecasting model, covering **6M+** annual transactions and **\$346M** in gross recurring-revenue movement across positive (connects, upgrades) and negative (disconnects, downgrades, transfers) activity, that replaced the legacy enterprise approach and became the standard across all sales channels for target-setting and planning
- Consolidated financial and operational KPIs into executive reporting supporting strategic planning and performance visibility
- Migrated the channel target-drafting process from Excel into Tableau and Python, cutting manual rework and setting the automation pattern used in every role since.
- Negotiated top-down targets across **7 distinct sales channels**, securing channel-owner buy-in and operationalizing execution from the ground up, balancing corporate growth plans against field-level attainability.

Senior Margin Analyst – Revenue Assurance

2012 – 2019

- Sat on the enterprise-level sub-team within a **15+ person** Revenue Assurance & Compliance department, consolidating and reporting sub-team performance to the Director and SVP and fielding the group's highest-visibility ad hoc requests.
- Worked across Supply Chain, IT, Controls Governance, Sales, and Government Affairs to find process improvement opportunities
- Identified revenue leakage and margin erosion across products through detailed financial and operational analysis, contributing to a team that met or exceeded its **\$20-25M** annual margin-recovery quota every year, 2012-2019
- Trained the team on Tableau, SQL, Power BI, and Alteryx through side-by-sides, formal sessions, and demos, building analytical capability the team still runs on.
- Led the finance-side coordination of an email-platform migration (in-house to vendor) across Legal, IT, and Customer Service, and built an in-house tool to match orphaned customer accounts using PII.
- Automated KPI and reporting datasets, giving teams clear visibility into performance and progress against annual goals

EDUCATION

Master of Business Administration (MBA) | June 2026

Bachelor of Science, Business - Business Analytics Focus | November 2024

SKILLS & TOOLS

FP&A Systems: OneStream, Essbase, Oracle (ERP/GL)

Analytics & Automation: SQL, Tableau, Power BI, Alteryx, Python, n8n, AI-assisted workflows

Financial Modeling: Advanced Excel, Scenario Modeling, Long-Range Planning (LRP)

Core Capabilities: Capital Allocation, Pricing & Deal Economics, Contribution Margin, Business Case Development, Business Partnering, Executive Reporting