

# Brandon Hirsh

Brooklyn, NY • resume@brandonhirsh.com

## EDUCATION

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**Emory University, Goizueta Business School**, Bachelor of Business Administration **Atlanta, GA**  
Concentrations: Finance, Strategy & Management Consulting | GPA: 3.7/4.0 2016 – 2020  
*Recognized as one of the top 100 Emory emerging leaders & recipient of the Goizueta Meritorious Service Award*

## WORK EXPERIENCE

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**American Express**, U.S. Consumer Premium Product Planning & Investment Management **New York, NY**  
*Finance Director* Sep. 2023 – Present

**American Express**, U.S. Consumer Partnerships & Business Development **New York, NY**  
*Acting Finance Director* Mar. 2023 – Sep. 2023

- Finance Lead of a team of three managers supporting ongoing partnership negotiations for cardmember benefits on the US Consumer Premium Products portfolio (Centurion, Platinum, Gold, Green cards)
- Managed a \$300M marketing fund in close collaboration with the EVP of US Consumer Products and established a new process by which investments were prioritized versus other fundable opportunities
- Oversaw US Consumer's business transformation process, driving \$180M of in-year PTI saves through revenue-generating & expense-reducing initiatives in partnership with the Product & Marketing organizations

**American Express**, U.S. Consumer Premium Products & Benefits **New York, NY**  
*Finance Manager* Apr. 2022 – Mar. 2023

- Spearheaded the Consumer-wide review of the 2021 Platinum refresh (\$550 to \$695/yr card fee) and created a standardized framework by which future product changes would be assessed across the company
- Managed the strategic planning and forecasting for AXP's treatment of military cardmembers covered under US lending laws, including a financial evaluation of removing fee caps from those no longer in scope
- Partnered with Product, Marketing, and Controllershship to support regular forecasting and management of the Walmart+ Monthly Subscription benefit offered to Platinum cardmembers
- Received highest award within American Express Finance organization: 2022 Finance Visionary for outstanding leadership and innovation through the 2021 Platinum refresh analysis

**American Express**, Global Consumer P&L Management **New York, NY**  
*Senior Financial Analyst* Mar. 2021 – Apr. 2022  
*Financial Analyst* Aug. 2020 – Mar. 2021

- Created strategic analyses for quarterly Executive Committee financial reviews, including deep-dives on international card fee growth, holiday spend tracking, and the in-year value of funding incremental investments
- Communicated the long-term financial plan for the business to the CFO of the Global Consumer organization, translating the underlying business strategy into forecasted P&L outcomes
- Enabled more efficient analysis of monthly business results by creating a streamlined reporting package across the Consumer Finance organization

## LEADERSHIP & COMMUNITY INVOLVEMENT

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**Emory Impact Investing Group**, *Chief Executive Officer* Sep. 2016 – Dec. 2019

- Led a group of 60 undergraduate students to provide microloans and consulting services to Atlanta-based entrepreneurs who lack access to traditional capital sources
- Presented to 150+ institutional investment managers and executives on impact investing at the university-level
- Raised \$100k+ by establishing relationships with Atlanta-area startup founders and school alumni

## OTHER SKILLS

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**Software:** Oracle TM1, SQL, Python, Power Query, VBA, Excel, Web Design (HTML & CSS), Java, Advanced MS Office  
**Languages:** Spanish & German (Beginner)