



Blair Craske, CPA, MBA

Strategic Valuation Services | Pittsburgh

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Education, Licenses, & Certifications

- MBA, Finance, The Wharton School of the University of Pennsylvania
- BS, Engineering, The Pennsylvania State University
- Alteryx Designer Core Certified
- Certified Public Accountant, Pennsylvania
- American institute of Chemical Engineers

Experience

Blair is a Managing Director, providing Strategic Finance & Analytics services to clients across various industries. As a business and technology consulting leader, Blair is focused on understanding and enhancing business performance and returns through root-cause data analysis and business profitability growth initiatives. She is skilled in advanced data analytics, visualizations, identifying automation opportunities for process improvement, as well as manipulating large volume business data across various ETL tools

Blair has expertise guiding clients through data analytics process improvement including strategic rationale, highlighting investment risks, and driving value creation through excellence in execution and business application. She delivers client value building and managing cross-functional teams leveraging business intelligence software.

Prior to joining the team, Blair was part of Grant Thornton and PwC's Strategy and Transaction Services Consulting practices. She guided strategic discussions during diligence with C-suite, private equity, and banking executives to provide recommendations for financial, operational, and process performance improvements by creating insightful visualizations of key metrics on the financial position and projected growth trajectories of target companies. Blair has been responsible for creating key performance dashboards including board management tools as well as the analysis of business acquisition synergies. She has led the national roll-out of internal strategic business intelligence initiatives including the integration of ETL tools and the related client interfaces.

Highlighted Skills include:

- Strategic Planning, Valuation, and Change Management
- Data Analysis and KPI Development
- Business Intelligence and ETL Software
- Management Reporting
- Data Visualization and Dashboards
- Financial Due Diligence
- Financial Modeling

Industry experience includes:

- Software, SaaS, FinTech, eCommerce, eSports
- Financial Services – Asset Management/Banking
- Consumer Business (retail, distribution and consumer products)

Systems/technology and implementation expertise:

- Tableau
- Power BI
- Alteryx
- Power Automate
- Excel

