

MAJID SALEHIZADEH

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SUMMARY

Strategic FP&A executive with over 15 years of experience driving financial planning, operational efficiency, and business transformation across high-growth B2B SaaS and marketplace companies. Proven success leading FP&A functions from the ground up, supporting C-suite and board-level decision-making, and preparing companies for scale and IPO readiness. Adept at aligning finance with strategic business objectives, managing end-to-end planning cycles, optimizing spend, and delivering actionable insights that accelerate growth and profitability. Collaborative leader with a track record of building and mentoring high-performing finance teams and driving cross-functional alignment.

PROFESSIONAL EXPERIENCE

ChowNow, Inc. – Sr. Director, FP&A (Head of FP&A & Data Analytics)

SMB B2B SaaS / Marketplace | Reporting to CEO | San Francisco (Remote) | Jun 2022 – Present

- Lead company-wide financial strategy, reporting, forecasting, and performance analysis—driving improvements that resulted in a 19% reduction in COGS and 4-point margin expansion.
- Delivered YoY OPEX reduction of 35%, turned net income positive, and improved Adj. EBITDA by \$18M, annualized.
- Built integrated planning across all departments with consolidated dashboards, KPI tracking, and rolling forecasts.
- Introduced new revenue streams and implemented pricing changes that offset a \$10M loss in Google channel revenue and stabilized top-line growth.
- Created board-facing financial reporting packages and led quarterly performance reviews with executive leadership and investors.
- Directed cross-functional financial alignment with product, GTM, and operations teams to evaluate ROI, drive efficiency, and ensure capital discipline.

Aera Technology – Director, FP&A (Head of FP&A & Procurement)

Enterprise B2B SaaS | Reported to CFO | San Francisco, CA | Sep 2019 – Jun 2022

- Built and scaled FP&A function from the ground up, including team hiring, system implementations, and board-level reporting structure.
- Partnered with leadership to support long-term strategic planning and modeled multi-scenario forecasts to support capital allocation decisions.
- Led procurement and vendor optimization efforts that reduced cloud and infrastructure spend, aligning with business priorities.
- Played a key role in investor relations and supported the company's financial planning as it scaled toward IPO-readiness.

Prezi, Inc. – FP&A Manager

B2B/B2C SaaS | San Francisco | May 2017 – Sep 2019

- Served as strategic partner across Sales, Marketing, Customer Success, and Product; built KPIs, performance dashboards, and ROI frameworks.
- Supported monetization and growth initiatives through pricing optimization and paywall modeling.
- Owned forecasting, budgeting, and monthly variance analysis while continuously improving processes and reporting tools.

TriNet – Sr. FP&A Analyst

Technology / PEO | San Leandro | Jul 2016 – May 2017

- Provided strategic finance support to Sales & Marketing; led forecasting and performance reviews for revenue and acquisition channels.
- Delivered variance analysis and insights to guide executive decision-making and resource allocation.

Comcast Spotlight – FP&A Analyst

TV Advertising / Marketing | San Francisco | Aug 2014 – Jul 2016

- Oversaw regional financial modeling and analytics for California; supported revenue planning and sales performance analysis.

SVT Group Consulting – Business Consultant, Financial Analysis

Social Impact | San Francisco | May 2013 – Aug 2014

- Built SROI financial models to monetize the impact of social enterprises; advised non-profits and startups on performance and funding strategy.

Hult Prize Foundation – Regional Director, Operations & Planning

Startup Accelerator | San Francisco | Dec 2011 – Apr 2014

- Led strategic operations for startup competitions, managing planning and execution for regional programs.

EDUCATION

MBA (with honors)

Masters in Finance

Hult International Business School

BS in Industrial Engineering

Iran University of Science and Technology (Top ranking university)