

# MAJID SALEHIZADEH

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San Francisco Bay Area

## SUMMARY

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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

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### **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**

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*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**

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*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**

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*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**

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*Startup Accelerator | San Francisco | Dec 2011 – Apr 2014*

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

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**EDUCATION**

**MBA (with honors)**

**Masters in Finance**

*Hult International Business School*

**BS in Industrial Engineering**

*Iran University of Science and Technology (Top ranking university)*