CFO - Chief Financial Officer

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**Summary**

* **Chief Financial Officer** with deep **financial** and **strategic leadership** across **global tech operations**.
* Led financial management of a **SaaS group**, aligning business growth with fiscal discipline.
* Expert in **managing budgets** exceeding **$1B**, overseeing **cash flow**, ensuring compliance with **IFRS/GAAP** reporting standards, and driving long-term financial planning.
* **Led bond fundraising** exceeding **$250M**, managed **investor relations**, and **M&A transactions** valued at **$150M**, and provided strategic leadership at the board level.
* Implemented **ERP**, **tax**, and **billing systems** across multiple **international markets.**
* Skilled in **transfer pricing**, payroll, **stock options**, and compliance across geographies.
* **Trusted partner** to CEOs and CTOs, driving data-informed decisions through **ARR analysis** exceeding **$20M** and advanced **financial modeling.**
* **Big 4 background**, **CPA license**, **MBA** in Financial Management, and full fluency in English and Hebrew.
* With a strategic mindset and cross-functional expertise, I bridge finance, business strategy, and enterprise systems to optimize performance and lead organizational transformation.

**Experience**

2021 - Present **CFO**, **Galooli** - ***Global startup****,* ***SaaS solutions*** *for complex energy resource management*

* Manage the overall financial system of a tech group with **5 subsidiaries** in Israel, Africa, and the US
* Manage and monitor the **company's budget**, aligned with growth goals
* Plan **long-term strategies**, lead **BoD meetings**, define **business goals & manage financial teams**
* Provide guidance and work with the **CTO & CEO,** present in-depth data analysis to ensure profitability
* **Monitor budget** and **manage cash flows** aligned with international currencies & regulations
* Implement **Transfer Pricing policy** across the group for efficiency and regulatory compliance
* Handle local and international **investor relations**, oversee **investment, fundraising**, and **M&As**
* Develop & present work models- assessments of value, income, expenses, **Cash Flow**, **P&L & BS**
* Direct responsibility for payroll in Israel and the US, oversee subsidiaries' payroll processes
* **Manage employees' Stock Options**- liaise with trustees and legal representatives
* Handle **financial & tax reports**, manage large-scale tax audits. following international standards
* Lead **Annual Recurring Revenue processes**, analyze various verticals for data-based decisions
* Manage **B2B contracts**, **negotiations**, and customization based on exchange rates and regulations
* **Partner with banks** in Israel and abroad, **negotiate credit lines**, payments, and **loans**
* **Implement tech systems**, integrate with **ERP** for profitable and efficient financial management
* Implement **billing & tax management systems** aligned with **US-specific regulations** to prevent losses

2017 - 2021 **Finance Manager**, **BSRE**

* **Ensure compliance** with accounting and financial standards, and participate in critical daily decisions
* **Assess projects' profitability**, validate forecasts, **analyze evaluations**, and plan appraisals
* **Deliver reports** to executives- financial statements, balance sheets, profit/loss, cash flow & tax reports
* **Deliver forecasts**, conduct **due diligence**, evaluate assets, and transaction values
* Manage and monitor a **multi-billion ILS budget**, report to the **stock exchange**, and manage **ISOX**
* **Lead teams** and **departments**, and implement **information & budget systems** for seamless operations
* Started as an Assistant Controller, promoted to Controller & Finance Manager
* **Focal point** for clients, suppliers, banking systems, authorities, lawyers, and accountants.

2016 - 2017 **Senior Auditor -** **CPA**, **Ernst & Young (EY)**

* Perform audits for local & global real estate companies (**IFRS & GAAP**)

2013 - 2016 **Auditor - CPA**, **Zviel Shtark**

**Education**

2016 - 2017 **MBA in Financial Management**, Coller School of Management, Tel Aviv University

2014 **Complementary year in Accounting**, Arison School of Business, Reichman University

2010 - 2013 **BA in Business Administration**, major in Accounting, Reichman University

**Tools and Technologies**

Office, **BI, SAP**, Avatax, Mesh Payments, **ERP**, Netsuite, Monday, Hubspot, **Salesforce**, Dokka

Hashavshevet, Michpal, Kolnatun, Ram Nihol, Rechasim

**Military Service**

2010 - Present Reserve Duty: Instructor, **Combat Intelligence Collection Corps**; Rank: Seren

2005 - 2010 Full Service: **Field Intelligence Officer**, Course Distinguished

**Languages**

**Hebrew** - native |  **English** - full proficiency (currently working in English)