

# JOHN GU

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LOCATION: Torrance, California USA

## PROFILE

Finance executive with 12+ years building and scaling finance functions at high-growth SaaS and technology companies. Proven track record establishing financial infrastructure from the ground up, implementing automated systems and comprehensive reporting frameworks that enable data-driven decision making. Expert at partnering with CEOs and leadership teams to drive operational excellence, with experience in PE-backed environments, board reporting, and scaling organizations from early-stage to significant revenue growth. Hands-on leader experienced in building scalable financial processes while maintaining direct involvement in critical financial operations.

## SKILLS

### Financial Operations & Accounting:

Monthly Close, Accounts Payable Management, GAAP Accounting, Financial Reporting, Internal Controls, Multi-entity Consolidation, Audit Management

### Strategic Finance & Modeling:

Advanced Financial Modeling, Cost Optimization, Infrastructure Cost Analysis, Budgeting & Forecasting, Scenario Analysis, Variance Analysis, P&L Management

### Data & Technology Cost Management:

SaaS Metrics & Unit Economics, Technology Spend Optimization, Vendor Management, Cost Allocation, ROI Analysis, Operational KPIs

### Systems & Analytics:

NetSuite, QuickBooks, SQL, Advanced Excel, Financial Dashboards, Process Automation, ERP Implementation, Business Intelligence

### Cross-functional Leadership:

Engineering Partnership, Strategic Business Partnering, Team Building, Process Improvement, Executive Reporting, Board Presentations

## EXPERIENCE

### GrowthDay | 2021 - 2025

#### VP of Finance | Head of Finance for rapidly scaling SaaS technology startup

- ▶ **Built scalable finance infrastructure from the ground up:** Established entire Finance/Accounting function, implementing automated processes and managing external vendors to support hyper-growth from startup to scale with significant subscriber expansion.
- ▶ **Led comprehensive financial reporting and analysis:** Identified cost-cutting opportunities and revenue optimization targets, driving strategic decisions that delivered significant profit increase and material improvement in profit margin.
- ▶ **Set company-wide annual targets alongside CEO:** Built financial models that guided strategic decisions, resulting in strong revenue growth year-over-year.
- ▶ **Partnered with engineering on software capitalization accounting:** Collaborated cross-functionally to improve P&L profitability and established GAAP-compliant practices for subscription revenue recognition.
- ▶ **Implemented scalable finance systems:** Streamlined purchase approval and payments through new AP platform, delivering substantial operational savings.

### PAWZ.com/Nano | 2020 - 2021

#### CFO | CFO for direct-to-consumer e-commerce companies

- ▶ **Scaled finance operations for high-volume business:** Implemented real-time inventory management with NetSuite ERP covering 9,000+ SKUs, 100K+ annual orders, and \$8 M+ purchases, establishing systems to support rapid scaling.
- ▶ **Managed global team executing financials:** Led year-end financials, monthly close processes, management reporting redesign, audit preparations, and AP control processes.
- ▶ **Built comprehensive cash flow management:** Developed 13-week rolling cash flow forecasting with ~95% accuracy, providing visibility for strategic decision-making.
- ▶ **Standardized vendor agreements and payment terms:** Improved cash flow by \$500K+ while establishing procurement processes to support continued growth.

### AN Direct/MDHearing Aid | 2019 - 2020

#### CFO | CFO for PE-funded DTC hearing aid company; \$30 M+ revenue w/ 40 FTE

- ▶ **Managed 3-person team handling full financial spectrum:** Led Accounting, AP/AR, Board Presentations, Controllershship, FP&A, Strategy, Reporting, Tax, and Treasury for PE-backed portfolio company with institutional investor reporting requirements.
- ▶ **Delivered institutional-grade financial reporting:** Prepared and presented monthly reporting packages to publicly listed PE firm, managed quarterly board presentations, developed annual budgets, and led Big 4 audits receiving unqualified opinions from PWC.
- ▶ **Led 4 software implementations:** Consolidated entities to single accounting system, automated T&E and AP processes, and ensured compliance (sales tax, etc.) - building infrastructure for continued scaling.

- ▶ **Created standardized tools for evaluating ad spend ROI:** Improved marketing efficiency by 50% while building repeatable processes for revenue optimization.
- ▶ **Developed comprehensive company financial model:** Led annual planning process, increasing EBITDA substantially through data-driven strategic initiatives.
- ▶ **Built company-wide KPI dashboard:** Developed comprehensive performance tracking system for PE-backed portfolio company, providing visibility into key metrics for strategic decision-making.
- ▶ **Created comprehensive 3-statement financial model:** Facilitated multi-million dollar equity raise, demonstrating capability to support institutional funding processes.

## Alta Springs Ventures | 2017 - 2018

### Principal | Business & Financial Consultant

- ▶ **Performed 10-year financial analysis (\$200 M+):** Analyzed data center strategies for Fortune 200 company and top 50 university, delivering \$40 M+ in identified savings.
- ▶ **Executed \$15 M valuation:** Built 3-statement model, 5-year financials, and sensitivity analysis for international water plant acquisition.

## Fidelity Investments | 2012 - 2017

### Finance Director | Decision Support for Technology Enterprise Infrastructure

- ▶ **Led P&L oversight and management:** Managed technology divisions representing \$100 M+ expense, exceeding all fiscal targets during tenure while building scalable financial processes.
- ▶ **Executed financial analysis on \$50 M+ deals annually:** Delivered \$5-15 M in annual savings through data-driven recommendations and strategic initiatives.
- ▶ **Drove multi-year cost reduction initiatives:** Set strategic savings targets and reduced planned infrastructure spend by \$90 M+/year within 3 years for entire Technology Enterprise Infrastructure Group.
- ▶ **Led quarterly technology reviews with CIOs:** Presented financials and trends for \$900 M spend, driving strategic initiatives across the organization.

## Finance Project Manager | Financial Leadership Program

- ▶ **Analyzed 6 M+ retail brokerage customers:** Discovered trends driving \$120 M+ unprofitability, leading to executive-sponsored pilot program.
- ▶ **Priced 30+ third-party mutual fund deals:** Managed \$100 M+ yearly revenue impact, establishing scalable pricing and deal evaluation processes.
- ▶ **Developed \$20 M+/year sales plan:** Created plan for relationship management team, surpassing 2013 goals through data-driven targeting and optimization.

## Aerial Biopharma | 2011

### Business Development Intern | Reported to President/COO

- ▶ **Formulated \$18 M fundraising strategy:** Managed across 4 holding companies with \$9.5 M raised, including 1 exit worth ~\$400 M.
- ▶ **Built M&A package:** Identified potential acquirers and comparable deals with modeled valuation at \$100 M+.

## Qiagen/Tetracore/Digene | 2004 - 2010

### Various Scientist and Research Positions | Biotech Research & Development

## EDUCATION

### University of North Carolina - Chapel Hill

Masters of Business Administration | 2010 - 2012

### University of Virginia

Bachelor of Science - Chemistry | 2000 - 2004