

MEHMET SHAH, CPA, CA, CFA

Chief Financial Officer

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SUMMARY

Strategic Finance & Operations Executive Builder of Scalable Growth Engines

Innovative finance executive with 8 years scaling one of Canada's fastest-growing tech companies. As CFO of StackAdapt, led the company from <\$10M to \$400M+ revenue, \$2.5B valuation, achieving 25% margins, and company headcount of 1,200+. Oversaw international expansion to 20+ markets with employees across 15+ jurisdictions and supported a \$300M capital raise.

Proven ability to align financial strategy with execution—leading ERP transformation, KPI architecture, and cross-functional systems builds with Engineering and Product. Trusted partner to founders, venture capital firms, private equity, and investment banks.

Built a 60+ person Finance team with industry-leading engagement, strong succession pipelines, and a culture of diversity, autonomy, and performance.

EXPERIENCE

Chief Financial Officer 07/2021 - 09/2024
StackAdapt Toronto, Canada

StackAdapt is a programmatic advertising platform that enables marketers to plan, launch, and optimize multi-channel digital campaigns using machine learning to maximize ROI with a consumption based revenue model.

- Scaled the Finance team from 2 to 60+ employees across Controllershship, FP&A, Tax, Treasury, IA, and Operations while maintaining top-tier employee engagement and diversity.
- Spearheaded international expansion strategy, scaling operations from North America to 20+ markets with employees across 15+ jurisdictions, including APAC, EMEA, and LATAM.
- Partnered with the CEO on a \$300M secondary capital raise; led financial due diligence, investor relations, and strategic modeling with VC and PE firms.
- Drove profitability within 9 months of leading Finance by optimizing spend and introducing centralized cost governance, reaching 25% operating margins at \$400M+ revenue.
- Implemented an integrated financial system strategy—implemented a new ERP, partnered with Engineering and Product to automate platform-to-ERP workflows, deployed a custom billing portal, and reduced month-end close time from 10+ to 6 days.
- Prepared the company for IPO-readiness by establishing internal control frameworks, maturing governance structures, and implementing enterprise risk management (ERM).
- Led development of KPI infrastructure and scenario planning models to guide executive decision-making and multi-year growth strategy.
- Collaborated cross-functionally across GTM, Ops, and P&C on pricing strategy, customer profitability, marketing ROI, headcount planning, and leadership development programs.
- Helped in search for new public company CFO and led their onboarding and transition.

VP Finance 12/2021 - 06/2021
StackAdapt Toronto, Canada

Director of Finance 04/2019 - 11/2020
StackAdapt Toronto, Canada

Finance Manager 04/2018 - 03/2019
StackAdapt Toronto, Canada

Senior Accountant 07/2017 - 03/2018
StackAdapt Toronto, Canada

CERTIFICATIONS

Chartered Financial Analyst
CFA Institute, 2017

Chartered Professional Accountant
CPA Ontario, 2015

KEY ACHIEVEMENTS

- Profitable Scale**
Scaled company from <\$10M to \$400M+ revenue and \$2.5B valuation with profitability.
- Team Leadership**
Built 60+ person Finance team with top-tier engagement and strong internal leadership pipeline.
- Operational Enablement**
Automated financial systems and led KPI architecture to drive strategic and operational alignment.
- Successful Fundraising**
Secured \$300M in secondary raise.

EXPERIENCE

Senior Staff Accountant, Staff Accountant

07/2015 - 06/2017

[KPMG Canada](#)

Toronto, Canada

- Led integrated audits under IFRS and US GAAP, including extensive SOX control testing and financial risk assessments for financial institution clients.
- Conducted financial statement audits and reviews under ASPE, IFRS, US GAAP, and ASNPO for clients in manufacturing, not-for-profit, and entertainment sectors.
- Evaluated internal control environments and recommended improvements to governance and risk practices.
- Developed and reviewed complex cash flow models and equity valuations for large institutional clients.
- Built financial models and variance analyses to support budgeting, forecasting, and operational decision-making.
- Supported regulatory reporting readiness and audit preparation for year-end filings and interim reviews.
- Collaborated with tax and advisory teams to deliver comprehensive client solutions and strengthen control environments.

Staff Accountant

10/2012 - 06/2015

[KPMG Canada](#)

Toronto, Canada

EDUCATION

Graduate Diploma in Public Accountancy

09/2011 - 09/2012

[McGill University](#)

Montreal, Canada

Bachelor of Commerce (B.Com)

09/2007 - 06/2011

[McGill University](#)

Montreal, Canada

- Bachelor of Commerce (B.Com), Accounting