

Roberta Baldassarre

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Trusted and result-driven Business Partner that thrives in a fast-paced, collaborative and challenging environment.
Core strengths: Strategy | Financial Planning & Analysis | Management and Business Relations

EXPERIENCE

Finance Business Partner, RollWorks, a Division of NextRoll San Francisco, CA; 2019 – Present

For RollWorks BU, offering B2B account-based marketing platform

- Responsible for the P&L annual planning, forecast and reporting for the entire business unit
- Serve as valued business partner and finance liaison to the Department heads to drive analysis, forecast and planning
- Develop SaaS financial models to support investment initiatives and what if scenarios cross-functionally
- Perform deep dive analysis of strategic opportunities, such as the lift and shift of 2000 B2B accounts cross-BU
- Identify, recommend, develop, and implement operational improvements, framework and financial control processes

Finance Business Partner, Akamai Technologies Cambridge, MA; 2017 – 2019

For Web Performance BU (\$1B+ Revenue), offering B2B multi-cloud acceleration SaaS

- Built cloud-based SaaS product business cases with focus on profitability, customer behavior and economics
- Produced board material, briefed VP of Web Products and CFO on financial reviews and drafted talk track
- Analyzed and tracked strategic initiatives, including development of supporting models and expected outcomes
- Managed a team of 2 analysts and lead the Finance Development Program of 15 junior analysts

FP&A Manager, Akamai Technologies Cambridge, MA; 2016 – 2017

Divisional FP&A for Global Web Division (\$1.2B Revenue; 25% of overall Akamai headcount)

- Ensured business control through appropriate due diligence in revenue and cash flow impacting decisions
- Drove cost savings through rigorous expense tracking, reviews and implementation of over \$10K approval process
- Modeled global Divisional and Portfolio P&L budgets, establishing cost hierarchies and allocation methodology
- Managed and developed 2 analysts working on operating expenses and headcount forecast and planning process

Sales Finance Business Partner, Akamai Technologies Cambridge, MA; 2008 – 2016

For the international markets and partnerships (\$600M+ Revenue)

- Worked with Sales and Product stakeholders to define the go-to-market strategy and forecast scenarios
- Run impact analysis of a new global reseller program, exposing \$10 Million of revenue at risk
- Prepared revenue and expense monthly reporting, forecast, planning models and strategy summary
- Identified and implemented changes to the Market Develop Fund eligibility process resulting in \$1M quarterly savings
- Certified the quarterly results of the Company (10-Q/10-K) to comply with SOX requirements

Investor Relations Analyst, Akamai Technologies Cambridge, MA; 2007 - 2008

- Educated investors on financials, products, and company vision during conferences and in house investor summit
- Prepared reports detailing analysts models and summary of peers financial results

EDUCATION

Education: Dual Degree Program Piacenza, Italy; 2004 – 2008; Boston, USA; 2006 – 2008

Università Cattolica del Sacro Cuore, B.S. and M.S. in International Management

Northeastern University, B.S. Business Administration; 3.87 GPA

DIVERSITY & INCLUSION, AWARDS AND TOOLS

Akamai Finance Development Program, Akamai Technologies Cambridge, MA; 2012 – 2019

Created and led a highly competitive 3-year rotational Finance development program. Recruited and mentored 15 high-potential analysts from diverse backgrounds and ethnicities. Developed a Finance Community through social events and learning initiatives such as workshops and panel discussions.

Awards: Recognized as a rising leader and selected to attend the exclusive “Leadership and Management Academy” one year program in 2017; “Individual Achievement Award” by Akamai Channel VP in recognition of the 2015 annual operating plan process; “Catalyst Award” by Akamai CFO in recognition of the 2013 new hire Finance on-boarding training.

Tools: Anaplan, Tableau, Salesforce, Hyperion, Oracle BI, NetSuite, Office and Google