

# Stan Alhadeff

Atlanta, GA

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## Chief Financial Officer

### PROFILE

Accomplished financial management executive with 20+ years of leadership experience in leading financial strategy, capital optimization, and operational transformation across startups, PE-backed firms, and public companies. Proven track record in driving successful exits, managing M&A transactions, and securing multimillion-dollar deals. Known for an entrepreneurial mindset, creative financial structuring, and deep commitment to ethical leadership and business sustainability. Visionary leader with expertise in training and directing cross-functional teams to achieve set goals.

### CORE COMPETENCIES & SKILLS

Board Reporting & Executive Advisory	Corporate Governance & Leadership	Process & Operational Improvement
Budgeting & forecasting	Cross-Border Transactions	Risk Management
Capital Raising & Investor Relations	CRM, ERP, Accounting Software	Strategic Forecasting & Budgeting
Cash Flow Optimization	Entrepreneurship & Innovation	Stakeholder Engagement
Client Relationship Management	Financial Controls & Procedures	Transparent Decision-Making
Compliance & Audit Leadership	Financial Planning & Analysis	Turnaround Management

### INDUSTRY SPECIFIC – SaaS INDUSTRY EXPERIENCE

Strategic financial leader specializing in SaaS business models with a proven track record of driving scalable growth, capital efficiency, and profitability in subscription-based companies. Deep expertise in SaaS metrics, financial planning, fundraising, pricing strategy, and operational finance tailored to the complexities of recurring revenue and fast-evolving technology markets.

#### Core Responsibilities and Achievements

##### Forward-Facing Financial Strategy & Planning

- Developed detailed financial forecasting models leveraging SaaS-specific KPIs such as Annual Recurring Revenue (ARR), Monthly Recurring Revenue (MRR), Customer Acquisition Cost (CAC), and churn rate.
- Created scenario-based financial plans to guide long-term growth initiatives and investment prioritization.

##### Financial Operations & Performance Management

- Led financial reporting and compliance aligned with SaaS industry standards and regulations, ensuring accuracy and transparency.
- Managed cash flow, treasury, and working capital to support sustainable scaling and runway extension.
- Implemented automated billing and collections processes, reducing days sales outstanding (DSO) by 20%.

##### Capital Raising & Investor Relations

- Raised a round of equity and venture debt financing, leveraging networks and clear financial storytelling.
- Structured equity and debt instruments to optimize capital structure and shareholder value.
- Prepared detailed investor reports and presented quarterly financials to board members and venture partners.

##### Pricing & Monetization Strategy

- Collaborated with product and sales teams to develop dynamic pricing strategies optimizing customer segmentation and maximizing lifetime value.
- Conducted unit economics and margin analysis to continuously refine subscription models for profitability.

##### Risk Management & Compliance

- Identified financial and operational risks, implementing controls and insurance coverage to mitigate exposure.
- Ensured compliance with evolving regulatory and tax landscapes, including international expansions and data privacy concerns.

##### Technology & Automation Enablement

- Fostered a data-driven culture, deploying dashboards for real-time KPI tracking across finance and executive teams.

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## Key Items Achieved

- Build and maintain financial models that incorporate key SaaS metrics (ARR, MRR, CAC, churn).
- Lead strategic financial planning to support scalable growth and capital efficiency.
- Implement automated billing and revenue recognition systems aligned with SaaS subscription models.
- Develop and optimize pricing strategies to enhance monetization and customer segmentation.
- Manage fundraising processes, including equity and debt capital raises.
- Monitor cash flow rigorously to extend runway and support growth investments.
- Establish compliance frameworks to navigate complex regulatory and cross-border tax issues.
- Provide investor relations leadership with transparent financial reporting and strategic communications.
- Foster cross-functional collaboration with sales, product, and operations to align financial and business goals.

## PROFESSIONAL EXPERIENCE

**Business CFO for Hire, Atlanta, GA      Founder & Fractional CFO      2010 – Present**

- *Fractional CFO firm supporting privately held businesses with high-impact financial leadership.*

**At the Table dba Trustegrity (Franchise) Franchise Owner/Regional Director 2021 – 2023**

*International franchise dedicated to facilitating peer advisory/networking forums for C-suite executives/business owners.*

**Global Promotions, Atlanta, GA      Founder & Functional CFO/COO      2005 – 2011**

*A custom promotional products business specializing in high-margin, international B2B deals.*

## PRIOR EXPERIENCE

**Conferon – Regional CFO /Jackson Marketing Group (acquired by Conferon Inc.) – CFO,**  
Event Management and Logistics

**Rubber Stamp & Engraving – CFO** Vertically Integrated Manufacturing Enterprise in the  
Printing and Allied Product Industry

**Metro Cash & Carry International – CFO** wholesale distribution chain

**Grant Thornton –Audit and Taxation – CPA** Practice

## BOARD OF DIRECTORS

**Jackson Marketing Group – Services / Logistics**

**Karma Productions – Gaming**

**Metro Cash & Carry – Wholesale / Retail**

**JIFLA – Non Profit**

**Kudzu Software – SaaS**

**Rubber Stamp & Engraving – Manufacturing / Logistics.**

## EDUCATION

### Henley Business School, UK

Master of Business Administration (MBA), Corporate Strategy, Finance, & Project Management

### University of South Africa

Honors Bachelor of Accounting Science (Hon.B.Compt), Accounting, Auditing, & Taxation (MAcc equivalent)

Bachelor of Accounting Science (B.Compt), Accounting, Auditing, & Taxation

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