



## Chris Nelson

Hands-on CFO with 20+ years of finance and accounting management experience. In-depth knowledge of running SaaS businesses. Proven experience raising capital and monitoring the return on investment. Strategic thinker with the ability to see the entire business picture and the confidence to interact with the Board of Directors. Experience in leading all the G&A functions including Finance, Accounting, Business Intelligence, HR, IT, and Legal.

### Professional History

CFO Selections	Consultant	2024 – Present
Tovuti, Inc	CFO	2021 – 2024
Location3	VP Finance	2020 – 2021
Consulting CFO	Consultant	2019 – 2020
Frustum Inc	VP Finance	2018 – 2019
Cloud Elements	VP Finance	2015 – 2018
SoldFire	Controller	2014 – 2015
SIRVA	Director, FP&A	2012 – 2014
Webroot	Sr, Director Finance	2007 – 2011
Vertafore	Director of Finance	2006 – 2007
Intrado	Business Unit Controller	2000 – 2006
Vexcel	Staff Accountant	1999 – 2000

### Accomplishments

- Developed and maintained the fundamental SaaS metrics essential for tracking progress towards 100% + per year growth objectives while effectively managing the limited resource of cash.
- Collaborated with CEOs across multiple companies to secure over \$25M in early-stage Equity funding (A, A extensions, and B rounds).
- Acquired more than \$5M in Debt capital through strategic partnerships with venture debt providers and traditional banks.
- Engineered a profitability turnaround for a \$200M business unit, reversing profit margins from a low of 3% to a robust 15% by implementing customer-level P&L analysis, enabling informed business decisions.
- Pioneered the establishment of comprehensive financial infrastructure for startups, serving as the inaugural full-time Finance and Accounting professional to facilitate operational functionality and reporting to investors.

### Licenses / Education

- MBA, Regis University
- BS, Business Administration, Colorado State University