



Ron Villarreal

Qualifications Summary

Ron is a tenured financial executive with over 30 years of accounting and finance experience with an emphasis on SaaS. He is growth oriented and intentionally focused on scaling investments, with a proven ability to work collaboratively with CEO's, Board members, and management teams while exerting strong problem solving and analytical abilities.

Professional History

Attainia Inc	Chief Financial Officer	2021 – 2022
NextHealth Technologies	SVP of Finance	2017 – 2021
Nexon America	VP of Finance and Accounting	2013 – 2016
THQ	VP of Financial Planning & Analysis	2010 – 2013
Next-Gen Video Games	Chief Executive Officer	2004 – 2009
Activision	Senior Director of Financial Planning & Analysis	2000 – 2004
Disney	Senior Financial Analyst	1996 – 2000
Price Waterhouse	Auditor	1992 - 1995

Accomplishments

- Successfully executed a company sale while overseeing due diligence and assisting in the post-merger integration
- Raised \$17M in Series B funding
- Created or improved management dashboards for company goals, KPIs, and other significant metrics
- Oversaw incentive programs i.e., bonus, commissions, and OKRs to drive both revenue and behavior that supported growth
- Consistently improved month-end financial reporting by shortening cycle duration and improving accuracy
- Implemented systems and tools companywide (Carta, Lattice, eRequester, Essbase)
- Introduced new expense management processes, leading to \$4.5M in savings
- Successfully managed forecasting, cash flow, treasury, vendor agreement negotiations, risk management, lease contracts, banking, and client contracting
- Improved cash flow oversight and both accuracy and process for forecasting
- Managed scaling efforts to growth while partnering with management and using metrics to measure improvement
- Business planning input with clear market analysis, value proposition, and story with growth potential

Licenses / Education

- Bachelor of Arts in Accounting, Texas A&M University
- Master of Business Administration, UCLA Anderson School of Business
- Emerging CFO Program, Stanford Graduate School of Business
- Mergers & Acquisitions, University of Chicago, Booth School of Business