



Ron Villarreal

Qualifications Summary

Ron is a tenured financial executive with over 30 years of accounting and finance experience with an emphasis on SaaS, technology, and healthcare. 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

CFO Selections	Consultant	2022 – Current
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

- Heavily involved in expense management and incorporating necessary processes which has previously led to \$4.5M in savings
- 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