

Contact

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(LinkedIn)

Top Skills

Financial Planning and Analysis
(FP&A)

ARR / MRR / NRR

Fundraising

Languages

Portuguese (Native or Bilingual)

English (Native or Bilingual)

Spanish (Limited Working)

German (Limited Working)

Greek (Elementary)

Flavio Cruz, MBA

CFO and Head of Finance & Operations | SaaS · VC-Backed
Startups | FP&A · ARR Growth · Fundraising
United States

Summary

Finance executive with 15+ years driving financial and business strategies, FP&A, and operational excellence at SaaS companies, Fortune 500 enterprises, and VC-backed startups. As CFO and Head of Finance & Operations at NameCoach (SaaS, Palo Alto), I own the Finance, HR, and IT functions — spanning financial modeling and cash flow management, board reporting, fundraising support, people operations, and technology infrastructure. I partner directly with the CEO and investors to translate company strategy into financial plans that support ARR growth, runway optimization, and capital efficiency. Core competencies: ▶ SaaS Financial Modeling & Metrics (ARR, MRR, Churn, LTV, CAC, NRR) ▶ FP&A — Budgeting, Forecasting & Variance Analysis ▶ Fundraising & Investor Relations (VC due diligence, cap table) ▶ Board Reporting & Executive Presentations ▶ Cash Flow Management & Runway Planning ▶ Revenue Operations & GTM Finance ▶ Tech Stack - Salesforce, AI tools (Manus, Claude, ChatGPT), QBO, Carta, Google Workspace, Looker, MS Office ▶ Corporate Strategy, Due Diligence & Business Transformation ▶ Cross-functional Team Leadership (Finance, Legal, HR, Ops) Previously built and delivered strategic plans for The Coca-Cola Company in Brazil (4th largest market globally), led global strategy and PMO at Tupperware Brands, and managed R&D programs at Ericsson across 8 international locations. MBA · University of Cambridge, UK | BS Electrical Engineering · UFMG Open to: CFO · VP Finance · Head of Finance & Operations · Director of FP&A | Remote

Experience

NameCoach

6 years

Chief Financial Officer

January 2021 - Present (5 years 4 months)

San Francisco Bay Area

- Own full P&L, FP&A, and financial operations for a VC-backed SaaS company; lead annual budgeting, rolling forecasts, and monthly variance analysis against ARR, MRR, churn, and gross margin targets
- Serve as primary finance partner to the CEO and board; prepare board packages, investor updates, and cap table management for fundraising rounds
- Built and maintain SaaS financial model tracking ARR growth, net revenue retention (NRR), CAC payback period, LTV:CAC ratio
- Oversee cash flow management and runway planning to support strategic hiring and product investment decisions
- Lead cross-functional operations including HR, Legal, IT and vendor management, enabling the CEO to focus on product and GTM strategy
- Implemented reporting infrastructure using AI tools to deliver real-time revenue and operational metrics to leadership

Strategy Advisor to the CEO

2020 - 2021 (1 year)

- Advised CEO on fundraising strategy, financial modeling, and go-to-market planning ahead of Series A
- Led competitive analysis, market sizing, and investor pitch preparation including financial projections and unit economics
- Supported finance, marketing, and operations workstreams to position company for institutional VC investment

Tupperware Brands

Global Director, Corporate Strategy and Transformation

2017 - 2020 (3 years)

Orlando, Florida Area

- Directed enterprise-wide portfolio analysis and growth strategy for a \$2B+ global consumer brand, evaluating where-to-play and how-to-win across 80+ international markets
- Led large-scale business transformation and PMO initiatives including digital transformation, GTM evolution, and divestiture processes
- Delivered competitive intelligence, financial and business analysis, and strategic recommendations directly to C-suite and Board
- Managed cross-functional programs across Finance, Operations, Marketing, and Legal teams spanning multiple geographies

The Coca-Cola Company

Strategy and Business Planning Senior Manager

2014 - 2016 (2 years)

Greater Rio de Janeiro

- Oversaw long-range strategic planning and multi-billion-dollar annual business planning process for Coke's 4th largest market worldwide
- Produced comprehensive monthly and quarterly business performance reviews for the BU President and senior leadership team
- Identified critical strategic issues and prepared assessments used to drive growth decisions at the BU President and regional leadership level
- Directed content for annual leadership and bottling-partner conferences to align strategy across the business unit

BAT

Strategic Planning Senior Manager, Americas Region

2011 - 2014 (3 years)

Greater Rio de Janeiro

- Built the Americas region's long-term corporate strategy in partnership with the Regional President and leadership team
- Delivered macroeconomic analyses, long-term financial forecasts, and industry insights used by the Regional President and international investors
- Spearheaded cross-functional senior teams (Marketing, Operations, Finance, Legal, HR) to produce strategic reviews for BAT and key competitors
- Prepared strategic presentations for BAT's global CEO and investor relations audiences

Ericsson

10 years 1 month

Senior Global Program Manager, Software Engineering

July 2006 - July 2010 (4 years 1 month)

Kreisfreie Stadt Aachen Area, Germany

- Led R&D Software Engineering program with 150 engineers and product managers across 8 international locations to reduce time-to-market for high-end telecom products
- Managed mission-critical software delivery for telecom operators across EMEA, LATAM, and APAC markets

Global Project Manager

August 2001 - July 2006 (5 years)

Campinas Area, Brazil

Software Engineering Team Lead

July 2000 - July 2001 (1 year 1 month)

County Westmeath, Ireland

Arthur Andersen

Accounting Auditor

January 1998 - June 2000 (2 years 6 months)

Greater Belo Horizonte

- Audited internal controls and financial statements of large publicly traded companies
- Executed financial due diligence for a \$28B mining sector merger — one of the largest M&A transactions in the region at the time

Education

University of Cambridge

Master of Business Administration - MBA

Universidade Federal de Minas Gerais

Bachelor of Science - BS, Electrical Engineering