

# Ahmed Eid, VP Finance

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## Professional Summary

Financial leader with over a decade of progressive experience in financial planning and analysis, sales operations, financial due diligence, system implementation, incentive compensation plans, and accounting. Demonstrated ability to deliver insights to executive leadership on key business drivers, lead venture fundraising, and scale finance functions in high-growth, venture-backed environments. Strong problem solving, communication, and interpersonal skills with all levels of management. Ability to recruit and retain high-performing FP&A teams.

## Professional Experience

### Head of Finance, Slang AI

Apr'25 - Present

- First finance hire; built and lead the Finance & FP&A function for a venture-backed AI voice startup serving the restaurant and hospitality industry.
- Led the financial workstream of the company's Series B fundraise — owned the long-range plan, investor model, data room, and diligence responses partnering with the CEO and Board.
- Built the SaaS metrics reporting framework (ARR, NRR, gross margin, CAC payback, burn multiple, magic number) and standardized monthly board reporting and investor updates.
- Own the annual operating plan, quarterly reforecast, and 13-week cash forecast; partner with the CEO and functional leaders on headcount strategy, runway, and capital allocation.
- Designed sales compensation plans, quota setting, and territory design for the GTM organization; implemented commercial deal review and pricing governance.
- Selected and implemented the ERP and FP&A stack; established close, revenue recognition, and 409A processes with the Controller, auditors, and outside counsel.

### Director of Finance (Corporate FP&A), Dotmatics

May'22 - Aug'24

- Founding hire on the Financial Planning & Analysis team reporting directly to the Chief Financial Officer.
- Recruited, trained, and led a team of finance professionals to run the Financial Planning and Analysis team at Dotmatics.
- Led the financial due diligence and financial integration process for two eight-figure business acquisitions.
- Developed financial operating models and standard operating procedures for the FP&A team.
- Developed a workforce planning model and headcount approval process integrated with Jedox (financial planning system).
- Published financial presentations used for Board of Director meetings and raised private fundraising rounds from institutional investors.
- Completed implementation of Jedox Financial Planning System and integration with NetSuite, Salesforce, and Power BI at Dotmatics.

### Senior Finance Manager (Corporate FP&A), ActiveVideo Corp

Oct'20 - Apr'22

- Developed bookings and revenue forecasting model for ActiveVideo's new product line "AppCloud".
- Established a weekly sales forecasting and reporting process with Regional Sales Managers for executive staff meetings.
- Prepared financial presentations for Board of Directors meetings and parent company financial management.
- Developed a workforce planning model and headcount approval process integrated with Adaptive Insights.
- Sales compensation design, quota assignment, territory planning, and commissions.

### Senior Finance Manager, GTM Finance, Udacity Inc

Jun'18 - Oct'20

- Managed the long-range bookings and revenue forecast for the enterprise sales organization.
- Conducted "bottom-up" bookings and revenue forecasts by rolling up the individual sales pipelines of over 80 international sales representatives.
- Developed sales capacity models, forecast demand, and international go-to-market strategy (pricing, product offering, promotions, and personnel).
- Reported to the CFO, owned the Enterprise Sales Organization's long-term strategic model, and prepared financial budgets and controls.
- Provided strategic financial analysis and business partnership to the CRO and VP of Customer Success.

### Senior Financial Analyst, Slack Corporation

Feb'16 - Jun'18

- Developed Slack Customer Cohort Model and served as the lead analyst for Slack's Revenue Forecast.
- Project managed implementation of Host Analytics to manage Slack's financial planning, forecasting, and budgeting process.
- Reported on the financial performance and led the preparation of weekly, monthly, and annual financial metrics reviews.
- Partnered with the Assistant Controller to monitor compliance with controls and systems, and developed new processes and controls.

### Senior Financial Analyst, PubMatic Corporation

Jan'14 - Feb'16

- Forecasted platform spend and revenue share for PubMatic's flagship multi-sided "real-time-bidding" advertising product.
- Managed global sales plans and revenue forecasts by product, region, and customer segment.
- Automated revenue reporting for bi-weekly sales leadership meetings and quarterly business reviews.
- Led departmental financial budgeting and forecasting process for the global PubMatic organization.

### Financial Analyst, Oracle Corporation

Oct'11 - Dec'13

- Revenue forecast modeling for \$12 billion annual recurring revenue Oracle Software Support line of business.
- Financial and strategic advisory for North America Sales SVP, the head of the North America Software Support Sales organization.
- Sales incentive design, target setting, and performance reporting for North America field sales organization (500+ sales reps).

## Education & Training

### Haas School of Business, B.S., University of California, Berkeley (GPA 3.7)

Class of 2010

- UC Berkeley Dean's List, UC Alumni Scholarship Recipient
- Chancellor's Trophy and Scholarship Recipient

## Certifications

- Financial Planning & Analysis Analyst (FP&A) Charter from the Association of Finance Professionals
- Adaptive Insights & Jedox System Implementation Certification

## Skills

- Advanced Excel, Power BI & VBA
- Adaptive Insights & Host Analytics
- Jedox Financial Planning
- SQL, Python, JavaScript & Tableau
- Oracle Hyperion, NetSuite & QuickBooks
- Data Preparation & Analysis