

JILL STELFOX

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INTERIM CFO & FP&A LEADER | SaaS + PE-backed Growth | Profitability, Forecasting & Strategic Finance

Former CPA and SaaS CEO with 30+ years of experience in FP&A, board reporting, forecasting, pricing models, capital raises, and M&A integration. Proven track record in scaling recurring revenue, improving gross margins, and building organizational functions that support high-growth SaaS organizations. Deep experience partnering with private equity and venture capital, optimizing cash flow, and driving visibility into business performance across sales, product, and operations.

PROFESSIONAL EXPERIENCE

Founders Gro | Dallas, TX

Managing Partner | Interim Support for PE Backed Companies (2024 – Present)

- Fractional CFO for global SaaS companies scaling from \$5M to \$250M through acquisitions.
- Interim FP&A - Developed reporting infrastructure (incl. ARR, CAC, LTV, Churn, forecasting) and restructured forecasting for visibility to support investor reporting.
- Guided \$25M raise for an AI SaaS company with a 3-year operating model and restructured the finance team.
- Interim CFO/COO - Supported GTM team, finance, legal and HR organizations. Helped develop integrated strategy for Robotics/SaaS company entering the U.S. market. Enhanced internal controls, systems and processes.
- Financial Project role - Supported CFO of \$200M SaaS company to take out costs and increase margins by 8% over 2 quarters.

Panzura | San Jose, CA

Chief Executive Officer (2020 – 2024)

- Led turnaround while achieving a 370% ARR increase, driving the company from high growth to profitability within 3.5 years.
- Raised \$120M in PE funding, surpassing industry benchmarks and securing enterprise-scale growth.
- Built an enterprise GTM function, landing \$1M+ Fortune 500 customer wins and market expansion.
- Led strategic turnaround, operational excellence, and team restructuring for sustained profitability.

Edgy Inc | San Francisco, CA

Co-Chief Executive Officer (2018 – 2020)

- Doubled projected two-year revenue goals in six months for high-growth clients.
- Developed a \$100M B2B business line, positioning a major SaaS firm for exponential scale.

- Led GTM execution and acquisition strategy for customers, resulting in increased market share and successful exits.

Zebra Technologies | San Jose, CA

VP & GM, Zebra Sports & Location Solutions Division (2012 – 2017)

- Achieved 102% divisional growth, transforming it into the highest-performing business unit.
- Launched NFL's Next Gen Stats, securing \$500M+ in sponsorship revenue.
- Led M&A integrations and cost optimizations, boosting margins by 10% and reducing OPEX by 18%.
- Sold to most major automotive tier 1 and tier 2 suppliers globally.

CFO & Finance Leadership Roles (1997 – 2012)

Chief Financial Officer (Various Companies)

- Led financial strategy, M&A execution, and capital structuring across multiple high-growth manufacturing and IT services companies from \$50M to \$350M.
- Achieved a 40% improvement in profit margins through financial planning and cost optimization.
- Executed three successful acquisitions, integrating finance functions to drive operational efficiencies.
- Raised \$50M in venture capital funding across two startups, achieving market leadership and 100X returns.

Deloitte | San Jose, CA

Certified Public Accountant – Audit, Tax, and Consulting (1987 – 1997)

- Provided strategic financial consulting to Fortune 500 clients, optimizing tax structures and audit compliance.
- Led financial due diligence for M&A transactions, identifying key risks and value drivers.
- Advised on regulatory compliance and risk management for multinational corporations.

KEY SKILLS & EXPERTISE

- Private Equity & Venture Capital Leadership
- Business Turnaround & Crisis Management
- Founder Transitions & CEO Successions
- EBITDA Growth & Operational Excellence
- Mergers, Acquisitions & Market Expansion
- Strategic Vision & Leadership Development
- Manufacturing, Automotive & SaaS Expertise

EDUCATION & AFFILIATIONS

B.S. Business & Accounting, California State University, Chico

- Former CPA | Board Advisor | Angel Investor
- Board Advisor, WhiteGlove AI
- Mentor & Speaker, Founder Institute
- Angel Fund Manager

AWARDS & RECOGNITION

- INC 5000 – 2022 & 2023
- Women of Influence – 2022
- Best Places to Work – 2022 & 2023
- Transformational Leader of the Year – 2021