

The Business: With a unique global platform serving a community of 65M homeowners and 2.7 home professionals The company has built a substantial and diversified business based on demand from its enormous community. The Pro-Software, our core business, provides home improvement professionals with a SaaS, subscription-based, all-in-one platform for marketing and managing their business. Our leading software and marketing solution enables contractors, designers and other home improvement pros to win the homeowner, manage the project and run their business. It includes a premium profile, custom website, targeted advertising, an estimate builder based on a local construction costs database, CRM, 3D visualization tools, project management capabilities, a client dashboard, invoicing, online payments and integration with accounting software. It's a unique proposition bringing home improvement businesses to the 21st century. The company's ecommerce platform- complements our Pro software offering. Professionals and homeowners community members can "shop the images" and purchase over 5 million products and materials from over 5000 active marketplace vendors and sellers to complete their projects.

The Position The Chief Financial Officer will report to the CEO as a key member of the senior executive staff and lead all financial operations for the company. Responsibilities will include company-wide global accounting, finance, treasury, tax, legal, investor relations and movement to the public markets. Priorities for the role:

- Serve as a key member of the company's leadership team; influence the direction and development of The Company's long term strategic and operational plans:
- Become a collaborative partner within the management team and company at large. Actively collaborate and deliver results.
- Create a culture of transparency for finance and proactively provide counsel and accurate information to other members of senior management.
- Continue to enhance and maintain credibility for the finance group by providing timely and accurate budgets, financial reports, key business metrics and financial trends to the Board and key decision makers.
- Take a lead role in the ongoing IPO preparations both internally and externally: compliance, controls, systems and processes to get IPO ready.
- Establish strong relationships with investment bankers, research analysts and public company investors.
- Establish credibility with key external constituencies, including auditors, large vendors, investors and bankers.
- The CFO should craft and articulate the company's value proposition to the investment community.
- The CFO should enjoy the investor relations aspect of the job and be able to anticipate and react to potential investor concerns. She/he will be highly skilled at interacting with investors. --
- The CFO will be a voice for the company at industry related events, including building

relationships with possible corporate strategic partners and the investment community as an “Ambassador for the Brand.”

- Provide business insights and financial planning leadership to the company: The CFO will provide financial and business insights in areas such as strategic planning, cash flow management, financing, headcount planning and “own” the financial model.
- Continue to enhance and improve the robust business planning processes, analytics capabilities, metrics/KPIs, and performance management system that improves operational and financial performance.
- Oversee and ensure the timely and accurate financial reporting of the company as well as maintain relationships with outside auditors, lawyers and other professional service providers. -
- Set the finance and accounting organization up for success: The CFO’s 50+ person organization consists of strong leaders and individual contributors.
- The CFO will mentor and develop a world class finance organization that will be operationally oriented and focused on establishing best in class practices.
- The finance and accounting team will be viewed as a trusted business partner that provides business guidance and financial insights throughout the company.
- Be a strong role model while cultivating an ambitious, enthusiastic, and performance-oriented work environment that is aligned with the company’s strategy and values.

Qualifications & Experience

- Public company CFO experience or senior financial leadership experience in a public company is required. A demonstrated leader with broad financial and operational skills in a high-growth, commercial stage technology company.
- Have a passion for the industry and align with the company mission, helping maximize value for The Company and its customers. Domain experience with SaaS for SMBs and e-commerce financial models is a plus.
- Experience leading companies through IPOs or Public CFO experience preferred with a proven ability to meet investor expectations on a consistent basis.
- Must thrive in a fast-paced culture. Demonstrated success in scaling revenue and underlying operations. International business experience is a plus.
- Proven track record of partnering with the CEO on strategic and operational challenges with positive outcomes; Ideally have worked in a successful founder-led business.
- proactively manage the business cycles.
- Experience managing external contacts such as auditors, tax accountants, investors, investment bankers, industry analysts, strategic partners, customers, vendors and others
- Data-driven leader with a deep appreciation for data with strong analytical skills and ability to improve ROI with extreme attention to detail and focus on providing accurate financial information.
- Hands-on leader, focused on providing precise, timely, accurate information flow. Proven ability to collaborate closely with a performance-oriented executive team.
- Exceptional presentation and communication skills with a strong ability to influence others. Investor Relations experience and solid industry reputation.
- Strong credentials to back up proven experience. Strong drive for success coupled with uncompromising ethics.