

Hayat Amin

Interim & Fractional Chief Financial Officer | Board & Private-Equity Reporting, Budgeting and Forecasting | M&A Diligence and Post-Close Integration

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PROFILE

Interim and fractional CFO with more than fifteen years providing steady financial leadership to venture and private-equity backed technology companies, including through the gap between a departing and a permanent CFO. I partner closely with CEOs, controllers, leadership teams and PE or board stakeholders, and I support and direct existing accounting and finance organisations without disrupting a strong controller-led team. I own the monthly financial reporting package and its quality control, evaluate and sharpen Power BI enabled reporting, and turn financial and operational data into performance analytics and board-level presentations leadership steers by. I lead the annual budgeting cycle with operational and functional leaders, strengthen forecasting and variance analysis, and make sure budgets and forecasts reflect growth expectations and acquisition activity. I have led financial diligence, closing and post-close integration across multiple acquisitions and divestitures. Three exits so far, three Financial Times fastest growing listings, and close to 300 percent average year over year growth across the businesses I have backed.

WHAT I BRING

Interim and fractional CFO leadership during the transition to a permanent CFO. Partnering with CEO, controller, leadership team and private-equity or board stakeholders. Mentoring and providing executive direction to existing accounting and finance teams without disrupting a controller-led function. Monthly financial reporting package: preparation, review and quality control. Power BI and KPI dashboard reporting, performance analytics, operating metrics, trends and business insights. Board-level financial presentations and executive storytelling in PowerPoint. Annual budgeting with operational and functional leaders. Forecasting, performance tracking and variance analysis. Budgets and forecasts that reflect growth and acquisition activity. M&A diligence, transaction planning, closing and post-close integration. Integration roadmaps across reporting, accounting policies, systems, controls and performance measurement. Strong Excel financial modelling and unit economics. SQL and strong data fluency. Accountability, communication and continuity across the finance function.

EXPERIENCE

Founder, Fractional & Interim CFO / CSO, Beyond Elevation

London, New York and Amsterdam • Mar 2019 to Present

A strategy and finance advisory firm for high growth, medium sized technology companies across the US and Europe, working at C suite and C level.

- Step in as the outside interim and fractional CFO for venture and private-equity backed technology companies, providing steady financial leadership during CFO transitions and periods of growth and acquisition.
- Partner closely with CEOs, controllers, leadership teams and PE or board stakeholders, supporting and directing existing finance and accounting teams while keeping a controller-led function intact.
- Own the monthly financial reporting package and its quality control, evaluate and improve Power BI enabled reporting, and build the board-level decks and performance analytics leadership steers by.
- Lead the annual budgeting cycle with operational and functional leaders, and strengthen forecasting, performance tracking and variance analysis so plans reflect growth and acquisition activity.
- Provide finance leadership across active acquisition pipelines, running diligence, transaction planning, closing and post-close integration into reporting, systems, controls and operating processes.

Chief Strategy Officer and CFO, Swiipr

London • Jan 2024 to Present

Fintech building the payment infrastructure and operating system for the airline and travel industry.

- Own financial reporting, budgeting and forecasting for a scaling platform selling into airline and travel enterprise buyers, running the numbers end to end from monthly close to board pack.
- Stand up the business operating rhythm, QBRs and KPI dashboards, and lead performance analytics off proprietary passenger, crew and transaction data.
- Build budgets, forecasts and investment cases that reflect growth expectations and new-product and segment priorities, with variance analysis leadership acts on.
- Present financial and operational insight to the board and leadership, translating complex data into clear recommendations.

Chief Strategy Officer, Grantify

Jun 2017 to Dec 2019

One of the world's largest grant platforms. It processed 66 percent of all successful Innovate UK grants.

- Provided financial and strategic leadership through the move into private equity, partnering PE stakeholders and putting the KPI, priorities and OKR architecture in place across the division.
- Defended a 35 percent valuation uplift into the next round with the financial model, budget and business case behind it. Operational performance rose 32 percent globally.
- Grew sales 200 percent year over year for three years straight by building a pricing and customer intelligence engine and the plan behind it.

Chief Financial Officer, Asoko Insight Ltd

Jan 2015 to Jun 2017

British company holding deep data on Africa, backed by US venture capital, live across nine countries.

- Owned investor relations and financial strategy, and built the reporting and monthly package that let US investors and the board trust numbers coming out of nine very different markets.
- Set and stress tested pricing against each market before rollout, and wired financial intelligence into the commercial plan.

Head of Finance, Cake Technologies (acquired by American Express)

Mar 2013 to Jan 2015

UK fintech where people managed their money, split bills and spent their own Cake credit currency.

- Led diligence and sat at the negotiating table through the acquisition by American Express, and built the model, IP and data valuation that defended a materially higher exit price.
- Modelled the economics of a real payment product, the transaction flows, the processing cost and the price of the credit currency itself.
- Ran post-close integration of reporting and controls, and embedded a KPI culture that lifted operational performance 23 percent.

Head of Finance and Operations, Tripbod (acquired by TripAdvisor)

Feb 2012 to Mar 2013

Travel data platform connecting travellers to local expert recommendations across the UK, US and EU.

- Set up and ran the whole finance and operations function across three regions.
- Ran acquisition diligence, wrote the strategic fit narrative and supported integration into the acquirer.

Portfolio Finance Director, iHorizon (acquired by Cooper Parry)

Sep 2009 to Feb 2012

The UK's pioneering cloud accounting firm for high growth technology companies.

- Ran finance, budgeting and planning for more than 120 high growth tech scale ups across the UK and US. The team called me the King of Financial Modelling.
- Built the budgets, forecasts and scenario plans founders acted on, and turned cash burning companies into profitable ones.
- Walked founders through VC, PE, bank and crowdfunding rounds, from the model all the way to the negotiation.

SELECTED OUTCOMES

- Cake to American Express, 2018. A fintech exit. Led diligence, IP and data valuation, the acquirer negotiation and post-close integration. Built the operating cadence that lifted internal performance 23 percent before exit. Covered on TechCrunch.
- Tripbod to TripAdvisor, 2015. Built and ran the entire finance and operations function across the UK, US and EU and drove diligence through the acquirer process. Covered on TravelMole.
- iHorizon to Cooper Parry. Portfolio Finance Director for more than 120 tech scale ups across the UK and US. Covered on Accountancy Today.
- Grantify part exit to private equity. Led finance, valuation, budget and business case through the PE process. Covered by BDO.
- L'Estrange, a Financial Times top 100 fastest growing company in Europe. Led finance and built inventory, stock accounting and unit economics across the e commerce stack.

EDUCATION

- ACCA, Practice Qualified. Passed all 14 papers in a single sitting cycle while working full time. BPP Professional Education, 2011 to 2013.
- BSc Finance and Accounting, 2.1. Anglia Ruskin University, 2007 to 2011.

A NOTE ON HOW I WORK

I am at my best stepping into a finance function that needs a steady hand, giving a CEO, controller and board continuity and confidence while the permanent CFO seat is filled. I keep a strong controller-led team running, sharpen the reporting and the board pack, and get budgets, forecasts and acquisition integration on solid ground fast. I distil complex matters into simple recommendations and clear executive storytelling. Outside work I hike, travel, read and back early stage founders. Languages: English, Hindi and Urdu.