

# TAMARA GOLUBOV

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## EXECUTIVE SUMMARY

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Strategic FP&A leader with 10+ years of experience building modern, data-driven finance functions in AI and technology settings. Proven ability to stand up forecasting, budgeting, and KPI frameworks from scratch; partner tightly with engineering, product, and GTM leaders; and translate complex analysis into clear narratives for boards, investors, and executives. Deep fluency in financial modeling (SaaS and hardware/software hybrid), cash runway and scenario planning, cohort and unit economics, and operating cadence design. Comfortable in fast-paced, ambiguous environments--hands-on with the details while establishing scalable processes and tools that enable growth and accountability.

## CORE COMPETENCIES

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Budgeting & Forecasting | Financial Modeling & Scenario Planning | SaaS & Hybrid HW/SW Economics | KPI & Analytics (ARR/MRR/Churn, CAC/LTV, Cohorts) | Management & Board Reporting | Business Partnering (Eng/Prod/GTM) | Cash Runway / Capital Allocation | Operating Cadence & QBRs | Systems & Tools (Adaptive, NetSuite, Tableau, SQL/Snowflake) | Process Design & Automation

## PROFESSIONAL EXPERIENCE

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### Senior Financial Analyst, EverPure (Pure Storage)

*From August 2025 | Santa Clara, CA*

- Act as subject-matter expert for consolidated P&L and headcount reporting, delivering weekly, monthly, and quarterly forecast and variance analysis packages to finance leadership.
- Manage large, complex financial data sets across NetSuite, planning tools, and HR systems; build advanced Excel models and QA checks to ensure accuracy, integrity, and timeliness of income statement and headcount reporting.
- Serve as a cross-functional liaison between Corporate FP&A, accounting, HR, and functional finance (R&D, G&A, operations), resolving data discrepancies and aligning forecasts, budgets, and actuals ahead of close.
- Contribute to the design and enhancement of planning, budgeting, and forecasting models and tools (NetSuite, Adaptive, Anaplan, Tableau, PowerPoint) to support scalable growth and more efficient FP&A cycles.

### Finance Manager, AVbuilder (AI Solutions for AV Industry)

*May 2024 - August 2025 | Sunnyvale, CA*

- Built FP&A from scratch for an AI-powered SaaS platform: designed integrated models for budgeting, forecasting, KPI tracking, and weekly exec reviews.
- Created board-level financial models and investor decks integrating ARR, CAC, LTV, cohorts, and cash runway--shaping capital allocation and funding strategy.
- Partnered with CEO/CFO on investor Q&A and earnings scripts; reduced preparation time by 25% through reusable analysis templates and centralized source-of-truth data.

### Senior Financial Analyst, Adobe

*December 2023 - May 2024 | San Jose, CA*

- Directed Opex and headcount forecasting across digital media R&D portfolios; ensured alignment of systems inputs and Talent Acquisition reconciliations.
- Built scenario models for pricing/packaging--informing \$50M incremental ARR guidance and supporting investor communications.
- Automated Tableau variance dashboards used across the earnings preparation cycle; improved speed and

accuracy of narrative alignment with Corporate IR.

- Managed Opex/CapEx accruals and month-end close processes to tie actuals to forecast assumptions, reducing forecast error.

### **Senior Financial Analyst, Stanford University - School of Medicine**

*July 2023 - December 2023 | Palo Alto, CA*

- Produced quarterly financial health and risk reports for Board of Trustees, driving \$5M resource reallocation to high-impact programs.
- Re-engineered budgeting processes with performance dashboards and KPIs; increased transparency across academic and research units.

### **Senior Financial Analyst / Accountant, Palo Alto University**

*January 2019 - July 2023 | Palo Alto, CA*

- Identified cost-saving opportunities delivering ~15% expense reduction while maintaining service quality.
- Partnered with product and R&D teams to forecast engineering spend against roadmap deliverables; highlighted variances and course-corrected plans.

### **Business Manager, University of California, Irvine**

*January 2016 - May 2018 | Irvine, CA*

- Managed a \$25M housing budget serving 18,000 employees; delivered board-level reporting and variance analyses for strategic planning.
- Built decision-support analyses to drive operational efficiency and data-driven resource allocation.

### **Business Analyst - Markets & IB Operations, Royal Bank of Scotland (Division)**

*July 2013 - September 2015 | Warsaw, Poland*

## **EDUCATION**

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MBA, Southern States University, Newport Beach, CA

MS, Economics (International Business), Kozminski University, Warsaw, Poland

MS, History, National Taras Shevchenko University, Kyiv, Ukraine

## **CERTIFICATES**

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Google Generative AI; Microsoft AI Builder; Tableau Forecasting (plus coursework in budgeting/finance leadership)

## **SYSTEMS & TECHNICAL SKILLS**

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- Financial Planning: Adaptive, Anaplan, Hyperion/SmartView
- Data & BI: Tableau, Power BI, SQL, Python, Snowflake, Excel (advanced), GSheets, PowerPoint
- ERP/CRM: NetSuite, SAP, Oracle, QuickBooks, Zendesk, HubSpot
- Modeling: SaaS KPIs (ARR/MRR/Churn), pricing, cohorts, scenario planning; OpEx/CapEx, headcount, unit economics
- Workflow: Smartsheet; automation of KPI reporting and QBR/board packages