

Peter Biro

TechCXO Partner - Finance & Operations (Boston)



CONTACT DETAILS

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RELEVANT EXPERIENCE

Peter is a hands-on, on-demand CFO who has helped multiple build-stage companies reach their next milestones. He also has worked as COO and CFO in public and private companies in full and part-time capacities and co-founded multiple businesses in a broad range of industries.

- **CFO of S**ThatIKnit**, a fashion e-commerce company selling beautiful hats, scarves and wraps
- **CFO of Workbar**, a Boston co-working pioneer in aggressive growth mode (\$5M Series B)
- **CFO of Soft Robotics**, a robotics and industrial automation company (\$20M Series B)
- **CFO of ConnectRN**, a nurse staffing marketplace (\$9M Series B)
- **CFO of Embue**, a real-estate SaaS company revolutionizing management of multi-family residential properties
- **CFO of Podimetrics**, a medical devices business focused on helping diagnose and prevent diabetic foot ulcers
- **CFO of Springboard Retail**, a retail SaaS business with pioneering point-of-sale technology and services (Bootstrapped)
- **CFO of ObserveIT**, a privately-backed Israeli security software company
- **COO of Lyris, Inc.** (acquired by Aurea), a public SaaS marketing company
- **Co-founder and CFO of Mass Burgers**, one of the Northeast's largest franchise group of Five Guys Burgers and Fries
- **EIR at General Catalyst**, a Cambridge-based venture capital firm, where he helped establish Verne Global, a Iceland-based zero carbon data-center business

EDUCATION

Stanford University

MBA - Graduate School of Business

Duke University

BS - Electrical Engineering

PERSONAL STATEMENT

I specialize in helping build-stage companies achieve their next milestones more quickly. As part of TechCXO, I have ready access to on-demand talent to build sturdy infrastructure and help clients to act decisively to take advantage of opportunities. In many cases, I bring a full-stack G&A solution, ranging from accounting and finance, sales operations, administration and compliance, HR, and legal.

My specialty is build-stage businesses ready to capitalize on product-market fit. I have experience with global businesses, in particular those that source and sell abroad, and in setting up international outposts for fast-growing companies.

SPECIALTY AREAS

- Improving ROI on sales and marketing
- Establishing business and financial process, systems and infrastructure
- Executing financing and strategic transactions.

PRACTICE FOCUS

FINANCE

- Financial Modeling / Budgeting
- Debt and Equity Financing
- Business Performance & Cash Flow
- Accounting, Internal Controls, Reporting
- M&A, divestiture, Joint ventures
- Board of Directors
- Options and compensation plans
- Operational systems integration

SALES OPERATIONS

- CRM Implementation
- Sales compensation and territory planning
- Marketing and sales process
- Benchmarking
- Funnel analysis and optimization

BUSINESS OPERATIONS

- International Expansion or Relocation
- Partner/Vendor Management
- Contracts
- HR and Human Capital Management
- Organizational Structure

SECTOR EXPERIENCE

SOFTWARE

- SaaS
- Security software
- Marketing software
- Retail technology

E-COMMERCE

- Vertically-integrated digitally native brands
- Consumer non-durables (food products)

ROBOTICS

- End-effectors
- Industrial automation

REAL ESTATE

- Co-working services and development
- Multi-unit residential management
- Franchise and multi-unit rental

HEALTHCARE

- Medical Devices
- Staffing

IT AND INFRASTRUCTURE

- Data Centers / Cloud Computing
- Outsourcing/BPO Services
- Identity management

TechCXO[®]
experience > acceleration