



MIKE LAURENO

FRACTIONAL CFO & STRATEGIC ADVISOR



RELEVANT EXPERIENCE

Mike's roles have put him at the center of financial resets, transactions, and high-stakes forecasting for companies across technology, media, and healthcare. His leadership roles have included:

CFO – PointRight

Mike led the turnaround of this private equity-backed healthcare SaaS company, improving EBITDA margins from negative 47% to positive 10% in 18 months and gross margins from 63% to 80%. He raised \$7 million in debt without dilutive equity and drove a fivefold increase in valuation in two years, positioning the company for exit.

Strategic Advisor – Snap

After Snap turned down an unsolicited \$3 billion acquisition offer, Mike built a monetization model projecting a \$10 billion valuation within a year. His forecasts remained accurate through that critical year, and Snap was publicly valued at \$10 billion 13 months later, enabling an IPO shortly after.

Strategic Advisor – Harvard Business Publishing

This the corporate learning division of this enterprise scale company had been growing rapidly but had limited reliable financial and operational information. Mike redesigned its forecasting process, improving accuracy more than tenfold and extending visibility from quarterly to a rolling 12 months.

Strategic Advisor – Lionsgate Entertainment

Mike stepped into a critical FP&A role days before an earnings call, in the middle of a hostile takeover attempt, and rebuilt revenue forecasts across the film pipeline. The resulting guidance proved highly accurate, helping restore investor confidence at a pivotal moment.

CFO – SiteSpect

At this private equity-backed SaaS company, Mike led the company through multiple capital raises, a debt refinancing, and a path to profitability, improving gross margins by more than 15%.

Additional Experience

Mike rose from roles in M&A to venture capital, and finally to high-yield research at RBC Capital Markets. He later worked in valuation and forensic accounting at Moss Adams and restructuring and turnarounds at AlixPartners, where his assignments included a \$2 billion subprime lender in Chapter 11.

PERSONAL STATEMENT

I help companies figure out what they're really worth, what's possible, and the best way to get there.

Managing investors and diligent reporting have long been table stakes of financial management. I go further, serving as a thought partner who helps leadership understand what matters, and how to make the company more valuable. I build forecasts that hold up over time and keep operations on plan using metrics that exclusively support that plan.

With nearly three decades in finance, strategy, operations, and restructuring, I've served as CFO for private equity-backed, high-growth, and middle-market companies across SaaS, AI, healthcare, media, and financial services, helping leadership allocate capital wisely and raise it on their own terms.

PRACTICE FOCUS

Finance & Accounting

- Financial Reporting & Month-End Close
- GAAP Accounting
- Internal Controls
- Audit Preparation
- Accounting Systems
- Board Management
- Cash Management

Financial Strategy

- Business Planning for Startups
- Capital Requirements
- Capital Raising Strategy
- Financial Forecast & Modeling

Financial Planning & Analysis

- Forecasting & Modeling
- KPIs & Management Reporting
- Workouts, Turnarounds and Distress

Investor & Transaction Services

- Exit Preparation & Positioning
- Debt & Equity Financing
- Investor Relations
- M&A & Transaction Support

EDUCATION

Boston College – Carroll School of Management

M.S., Finance

Boston College

B.A., Philosophy, Magna Cum Laude

Lean Six Sigma Black Belt (LSSBB)

SECTOR EXPERIENCE

Media & Entertainment

- Movies, Music & Entertainment
- Social Content

Consumer

- Apparel, Fashion & Footwear
- Consumer Durables

Retail

- Specialty Retail
- Internet Retail

Healthcare

- Diagnostic Equipment
- Healthcare Technology Systems
- Pharmaceuticals & Biotechnology

Software & SaaS

- SaaS
- Entertainment Software
- Multimedia & Design Software
- Social/Platform Software

Financial Services

- Private Equity
- Investment Banks

Information Technology

- Wireless Communications Equipment
- Wireless Service Providers

Energy

- Exploration, Production & Refining