Antonio Corona
Walnut Creek CA ♦ (415)335-6224 ♦ tonicohe@gmail.com

## EXECUTIVE SUMMARY

Founding finance leader who builds finance organizations from zero to scale in high-growth, VC-backed businesses. Experienced partnering directly with founders and executive teams to translate financial data into strategic decisions, scalable systems, and investor-ready reporting. Equally comfortable building financial models, leading monthly close, implementing systems, and challenging leadership with data-driven tradeoffs.

## CORE COMPETENCIES

- Founding Finance Leadership
- Operating Models & Scenario Planning
- Unit Economics & SaaS Metrics
- FP&A & Forecasting
- Board & Investor Communication
- Monthly Close & Financial Reporting
- Finance Systems & Automation
- Spend Management & Payroll

## ACCOMPLISHMENTS

- Built and scaled financial operations for a VC-backed startup, supporting 75+ locations, including development of financial reporting, KPI frameworks, and real-time dashboards tracking key business metrics such as revenue growth, unit economics, and operating efficiency for internal leadership, investors, and lenders.
- Designed and implemented financial operating models and forecasting frameworks, enabling scenario planning, resource allocation decisions, "what-if" planning and visibility into growth tradeoffs across multi-location businesses.
- Led budgeting and forecasting for hospitality and F&B operations ranging from $50MM to $750MM, with a focus on margin optimization, cost discipline, and maximizing flow-through under varying demand scenarios, achieving forecast accuracy to within <3% variance.
- Built cash flow forecasting and liquidity models supporting executive decision-making during periods of rapid growth.
- Developed enterprise-wide KPI and BI platforms to establish a single source of truth and track financial and operational metrics, including revenue performance, cost ratios, labor efficiency, and customer outcomes—creating a unified view of business health for executive stakeholders.
- Leveraged AI and automation to reduce manual finance work, accelerate close, and improve decision-making speed across the organization.
- Built automation and system-enabled workflows (Excel, SQL, and SaaS tools) to streamline daily reporting, close processes, and financial analysis, reducing manual effort and increasing reporting speed and accuracy, accelerating close by 5 days.
- Managed inventory accounting, purchasing controls, and COGS optimization across hospitality operations.

## PROFESSIONAL EXPERIENCE

**Moor and South Companies (Pier 39, Tandem Partnerships, Blue and Gold Fleet)**
**Chief Financial Officer** **2024 – present**

- Lead the finance organization across multiple entities, partnering with ownership on capital allocation, operational performance, and long-term strategic planning.
- Implemented scalable FP&A and spend management platforms that improved forecast accuracy and gave leadership greater visibility into spending decisions.
- Lead ERP and PMS selection to support portfolio growth and integrated financial visibility.
- Supported refinancing efforts, lender reporting, and financial diligence processes for assets.
- Leveraged automation and AI-enabled workflows to reduce manual finance work and accelerate close and reporting.

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**Kasa Living, Inc**

**Sr. Director of Finance** **2022 – 2024**
**Director of Finance** **2021 – 2022**
**Senior Manager of Finance** **2020 – 2021**
**Senior Controller** **2019 – 2020**

- First finance leader supporting founders through rapid growth across 75+ locations, transitioning finance from founder-led to scalable operations.
- Built the finance function from zero, creating financial operating models, scenario planning, and unit economics to support growth decisions and capital planning.
- Owned full monthly close, FP&A cycle, and executive reporting.
- Implemented accounting, FP&A, spend management, and payroll systems from scratch, maintaining speed without over-engineering.
- Established KPI frameworks and reporting for leadership, board, and external stakeholders.
- Served as a strategic finance partner to founders and executive leadership, shaping growth investments, fundraising strategy, investor reporting, and capital planning.

**Bon Appetit @ Google**

**Regional Controller** **2018 – 2019**

- Established Balanced Scorecard approach for the Bay Area region – management report of total health of the business – inclusive of cost reports and KPI's for finance, talent, operations and customer pillars.
- Developed a benchmark schedule yearly process to ensure constant review of companywide labor efficiencies and adhesion to established goals.
- Enhanced financial forecast and budget process to increase granularity, enhance input and review process to increase accuracy of $500M cost budget.
- Strategically partnered with Global finance team to leverage financial instruments developed in the Bay Area and roll them out across all regions – in order to achieve financial alignment, integrity and consistency of outputs / reports.

**Highgate Hotels**

**Director of Finance** **2017 – 2018**

- Established new daily reporting features to increase accuracy and reduce labor hours with the elimination of a night auditor position to increase asset performance.
- Developed new month-end processes to ensure owner report needs were met and financial reports were issued on 1st business day.
- Established beverage audit process to improve Beverage COS results.

**Kimpton Hotel & Restaurant Group**

**Area Director of Finance** **2016 – 2017**

- Supervision of a Hotel portfolio of 10 different hotels in SF, SD, and SB – responsible for financial reporting and analysis to ensure accurate forecast and budgeting, as well as improve margins and increase efficiency.
- Improved daily sales analytics by implementing new procedures with electronic signatures allowing more time for analysis.
- Developed ROI analysis for two energy projects that will result in an increased GOP of 10%
- Supported refinancing efforts, lender reporting, and financial diligence processes for portfolio assets.

**Manager, Technology and Construction Accounting** **2013 – 2015**
**Assistant Director of Finance – Sir Francis Drake Hotel** **2012 – 2013**
**Sr. Accountant – Technology and Construction** **2009 – 2012**
**Staff Accountant – Construction** **2008 – 2009**
**Accounts Payable Accountant** **2007 – 2008**

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**Marcus and Millichap Corporate Services, Inc.**
**Accounting Manager** **2015 – 2016**

- Led Accounting and Financial Reporting function for the parent company (MMC) and 4 real estate focused subsidiaries (Single Family, Multi-Family, Commercial, and Medical Real Estate respectively)
- Partnered with Asset management to assist with rent rolls, Capex, Cap rate and IRR calculations, and waterfall schedules for distributions.

## EDUCATION

Cornell University
- **Certificate in Hotel Real Estate Investments and Asset Management** **2018**

Saint Mary's College of California
- **Master of Business Administration** – *Finance* **2008 – 2009**
- **Master of Science in Financial Analysis and Investment Management** **2007 – 2008**

Universidad La Salle - Cuernavaca
- **Bachelor of Science in Business Administration** – *Magna Cum Laude* **2002 – 2006**

## LEADERSHIP

Director – Walnut Creek Soccer Club **2025 - present**
President – ALPFA "Building Latino Business Leaders" – SF Chapter **2010 – 2013**
Dir. of Membership - ALPFA "Building Latino Business Leaders" – SF Chapter **2009 – 2010**

## AWARDS

Brother Michael Medal for the highest GPA of graduating class of 2006
International Business Management Diploma for coursework completed abroad

## SKILLS

Microsoft Office, Advanced Excel User. SAP/BPC Outlooksoft. JD Edwards, Netsuite, Adaptive Insights, Routable, Bill.com, Expensify, Airbase, Carta, Blackline, Ramp, Datarails.
Excellent oral and written communication in Spanish and English. Conversational French.