

JOSHUA M. FEUER

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FINANCE, STRATEGY, & OPERATIONS EXECUTIVE

Finance and operations leader with 20+ years of experience spanning Seed-stage startups, PE-backed ventures, and Fortune 25 firms. Expert at aligning unit economics, scalable operating models, and KPI frameworks to drive fundraising success, margin improvement, and sustainable growth. Raised \$30M Series A and \$65M Series B, supported a \$20M second-lien debt financing, engineered +45% GMV growth, scaled revenue from \$1M to \$100M+, and delivered \$7.5M in expense savings.

CORE COMPETENCIES

Unit Economics & Cohort Modeling • Operating Model Design & Implementation • Fundraising Strategy • Investor Relations • Board Reporting • Financial Planning & Analysis • Budgeting & Forecasting • KPI Framework & Dashboard Reporting • Scenario & Sensitivity Modeling • Cash Flow Forecasting & Burn Optimization • M&A Due Diligence & Post-Merger Integration • Scalable Growth & Margin Improvement • Organizational Restructuring & Change Management • Vendor Management • Team Leadership & Cross-Functional Collaboration

EXPERIENCE

Design Executive Council (DXC) (2023-Present)

CHIEF FINANCIAL OFFICER

Member of C-Suite providing financial and strategy guidance to CEO while managing financial operations of a hyper growth membership based collective of global senior design leaders, and a media platform focused on the next generation of design and product leaders.

- Lead annual budgeting and rolling forecasts; introduced scenario planning for pricing and cost-structure optimization.
- Direct financial reporting and presentation cadence to the Board of Directors, including strategic insights, KPI tracking, and budget variances.
- Architected and deployed financial infrastructure to track unit economics, membership LTV, churn, and cohort retention.
- Built and implemented full month-end close process, including reconciliations, accrual tracking, and variance analysis, improving reporting speed and accuracy.
- Developed automated KPI dashboards covering ARR, EBITDA, membership growth, and cash runway.

Independent Consultant (2023-Present)

Independent consultant focused on helping Seed stage and Private Equity backed clients through fundraising (other transactions), operating model builds, KPI identification/reporting, and development of financial processes & procedures

- Build operating models, KPI scorecards, and board presentations emphasizing CAC/LTV, margin levers, and cash runway clarity.
- Conduct M&A diligence and post-acquisition integration planning, modeling synergies and P&L consolidation.
- Establish governance frameworks including monthly board packs, finance operating cadences, and capital allocation procedures.
- Provide custom FP&A tools using Excel and BI platforms to monitor forecast accuracy, variance analysis, and early-warning signals.
- **Clients:** National PE backed healthcare staffing agency; Top 50 Pharmaceutical/Biotechnology marketing firm; Hospice healthtech platform (Series A); Mid-stage healthcare SAAS provider; Seed stage healthcare technology consulting firm.

Boxed, Inc. (2022-2023) – Company Liquidated**VICE PRESIDENT – FINANCE & STRATEGY**

Member of the Leadership Team and strategic partner to the CFO, President, COO, CTO, and CRO, providing analytical support across three different business segments (Online Platform Retail, Dark Store Fulfillment Retail and Enterprise/Multi-tenant SaaS) and reporting on company financials to the SEC, Board of Directors (BoD), C-Staff, and Operation Leads.

- Oversaw team of five (5) supporting all financial planning and analysis related to operations of a publicly traded e-commerce, dark-store fulfillment, and SaaS company.
- Led creation of annual plan, including multiple scenario management, for review and approval by the Board of Directors; refocused on B2B business, **growing segment GMV 45%**.
- Supported all analysis and diligence related to debt and equity fundraises (**2nd Lien Debt: \$20M**) through complex financial instruments.
- Managed updates to multiple financial models and ensured accuracy of all analytical outputs.
- Managed cash burn in coordination with company Treasurer through AR/AP analysis and vendor management.
- Provided support for the Controller/Accounting team on monthly close, internal controls, and SEC filings.
- Supported annual audit by working with outside accounting firms to explain strategic implications, AR/AP balances, and other GAAP related reporting.
- Created reporting and scripts for CEO/CFO related to quarterly earnings calls and SEC filings.
- Coordinated relationships with advisors, including investment banks, valuation partners, and communications.

Home team Technologies, Inc. (Db, Vesta Healthcare) (2019-2022)**VICE PRESIDENT – FINANCE**

Member of the Extended Leadership Team and strategic partner to CEO, CFO, COO, and CRO, working cross-functionally to provide a breadth of insight and strategic financial support through fundraising and executing against near-term and long-term financial goals.

- Supported all financial transactions, including fundraising (**Series A: \$30M and Series B: \$65M**) and closely manage cash flow.
- Performed M&A due diligence to identify transaction value drivers, improve deal structures and mitigate risks.
- Led all financial operations including FP&A, monthly close, payroll, compliance, treasury, and cash management.
- Owned all financial and operational modeling supporting management's strategic plans in a hyper-growth environment; grew **Gross Revenue from \$1M in 2019 to \$100M+ in 2022**.
- Developed KPIs for the business to understand operational efficacy and efficiency; grew **Member Census from ~200 in 2019 to 57K in 2022**.
- Created annual plan/budget and quarterly operational forecasts for the Board of Directors.
- Managed and reported on AR collections and AP balances to ensure accurate cash runway.
- Worked with auditors and valuation advisors to ensure accurate reporting to C-Suite and Board of Directors.
- Managed banking (**\$20M Term Loan**) and investor (VC and PE) relationships and reporting.

Mission Product Holdings, Inc. (2018-2019)**DIRECTOR – FINANCE (reporting directly to CEO)**

Developed all forward looking financials for high growth consumer products startup, focused on strategic business growth through new partnerships, market segments, and expanded customer relationships with wholesale retailers.

- Advised CEO, Operations, and Sales teams on profitability of strategic initiatives, partnerships, and sales programs.
- Developed all financial models related to budgeting and forecasting for the organization.
- Provided required financial information and guidance to Private Equity investors and other lending institutions.
- Reviewed and approved all partner arrangements, including wholesale retail agreements, ecommerce promotions, and athlete/influencer relationships.
- Worked with Controller and accounting team on monthly close, and ensured accurate reporting to Board of Directors.

Ralph Lauren, New York, NY (2017)**DIRECTOR - FINANCE (CONTRACT)**

Managed P&L for the \$306M Chaps Americas wholesale division; optimized forecasting and cost management.

Macy's Inc., New York, NY (2013 – 2017)**DIRECTOR - MARKETING OPERATIONS & FINANCE**

Managed a **\$50 million budget** for the finance and operations of the Macy's Brand Marketing team, including Strategy, Creative, Visual/Capital, and Retail Development.

- Led strategic initiatives including, organizational restructuring which drove **\$7.5 million** in expense savings.
- Developed a Sample Management Office to minimize excess sampling across the organization, driving **\$800,000** in savings.
- Designed a new annual/seasonal budgeting process to enable maximum flexibility and reprioritization of projects for individual brand media mixes, creative assets development, and in-store installations.
- Developed timelines, key deliverables, and KPIs for monthly close, financial forecasting, and personnel utilization.
- Managed AR collections and AP balances to ensure minimum balances and accurate reporting to holding company.
- Partnered with marketing, in-store visual, packaging, and creative vendors to ensure financial accuracy of transactions, both internal and external.
- Managed team of seven (7) with two layers of reporting.

Williams-Sonoma, Inc., New York, NY (2011 – 2012)**MANAGER – BRAND STRATEGY**

Led brand launch of first company-owned stores and new international shipping program outside North America through management of cross-functional and cross-brand team consisting of Store Operations, Visual, eMarketing, and Public Relations, driving over **\$500,000** in incremental revenue.

- Saved West Elm brand estimated expenses of **\$3 million** annually by identifying process and systemic solutions to improve the product lifecycle from concept to receipt at distribution centers.
- Drove annual savings of over **\$500,000** through consolidation of inventory into centralized on-site warehouse.
- Developed new creative process for catalog, managing sample photo inventory at a company-owned facility, and ensuring on-time delivery of samples to photo sites.
- Motivate and coach team members, managing the day-to-day interactions with key internal stakeholders.

Target Corporation, Minneapolis, MN (2007 – 2011)**LEAD FINANCIAL ANALYST**

Provided financial and strategic guidance to executives in merchant and technology divisions.

- Developed business cases for new merchant processes and technologies requiring buy-in from C-Suite.
- Drove design of long-range strategic planning process including the implementation of new organization-wide technology systems.
- Provided strategic financial guidance to upper echelon of management, including President, Chairman, and CEO.
- Led company-wide planning process to align Earnings per Share (EPS) goal with merchant incentive program.
- Managed long-range planning, vendor partnerships, and consumer insight strategies for the Household/Personal/Baby division, the largest single division with sales in excess of **\$6.5 billion**, leading to the development of new growth initiatives.

Booz Allen Hamilton, McLean, VA (2003 – 2006)**SENIOR MANAGEMENT CONSULTANT, U.S. Treasury Telecom Finance Team Lead**

Oversaw all financial activities associated with the \$120M+ annual technology capital spending.

FINANCIAL ANALYST, American International Health Alliance, Washington, DC (2002 – 2003)

EDUCATION AND PROFESSIONAL DEVELOPMENT

MASTER OF BUSINESS ADMINISTRATION (MBA) - specialization in Strategy & Marketing

New York University, Leonard N. Stern School of Business

*Selected twice to be MBA Teaching Fellow for "Competitive Strategy in the Marketplace," senior-level strategy course.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – concentration in Finance

American University, Kogod School of Business

TECHNOLOGY PROFICIENCIES

Microsoft Software Applications • Advanced Excel modeling incl. Crystal Ball • NetSuite • Essbase • Microstrategy • SAP • Oracle • Quickbooks • GSuite Applications