



ROB MESSERLI

CHIEF FINANCIAL
OFFICER

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BIOGRAPHY

Rob has more than 30 years of broad experience in domestic business. He has successfully led and navigated growing businesses, been part of founding teams for multiple startups and has acquired and operated businesses as a private investor.

Rob excels at working with entrepreneurs to anticipate and successfully navigate the inflection points every growing business faces. His breadth of experience enables him to analyze problems and opportunities from multiple perspectives and craft innovative solutions.

INDUSTRY EXPERIENCE

- B2B Services
- Insurance
- Sales Organizations
- Software / SaaS

SKILLS

- Business Strategy
- Process Improvement
- Modeling & Forecasting
- Financial Analysis & Reporting
- Capital Raising

EDUCATION

- Dual Degree, Psychology & Exercise Science, University of California at Davis