

# GABRIEL SANTOS, CPA

## Operations & Finance Leader | Scale-Up Specialist

[www.linkedin.com/in/gabriel--dossantos/](http://www.linkedin.com/in/gabriel--dossantos/)

Toronto, Ontario

### EXPERIENCE

#### Head of Financial Strategy & Operations

##### Quadra5 Ventures

12/2021 - Present Toronto, Ontario

**SaaS:** ProfileRankings, ReputationBrief, Accountria, DentalHawk, StowSpot

- Strategic Launch:** Orchestrated successful launch of SaaS platforms, gaining 2K+ business users within the first few months
- Effective Beta Testing:** Managed successful beta testing, incorporating user feedback to improve platform functionality
- User Acquisition:** Devised and executed targeted marketing strategies, achieving a 15% increase in user sign-ups
- Agile Project Management:** Introduced Agile methodologies, leading to a 50% improvement in project timelines
- Data Volume Management:** Successfully managed the extraction and analysis of data from 15 million businesses in the USA, ensuring accuracy and efficiency
- Streamlined Operations:** Implemented Robotic Process Automation (RPA) solutions to automate routine tasks and processes, reducing manual workload by 30%, enhancing efficiency, and allowing the team to focus on strategic product improvements

#### Head of Finance, Operations & Supply Chain

##### Quadra5 Ventures

02/2018 - 2022 Toronto, Ontario

**DTC brands:** Teeo and UV POD

- Launched Innovative Products:** Spearheaded the successful development and launch of 2 brands and 8 physical products, resulting in \$8M in sales
- Market Expansion Strategy:** Developed and executed a market expansion strategy by establishing different business entities in the USA and Canada, as well as trademarks and various FDA and EPA registrations
- Cross-Functional Collaboration:** Recruited, hired, managed, and coached a team of 7 people working remotely
- Vendor Collaboration:** Fostered strong relationships with vendors in Asia, resulting in a 30% reduction in lead times
- Cost Optimization:** Diversified supplier base, reducing risk and increasing flexibility in procurement realizing a 20% cost reduction, while maintaining high-quality assurance
- Optimized Portfolio:** Successfully led the phased discontinuation of low-performing products, streamlining the portfolio for a 30% gross margin gain

#### Senior Accountant

##### Deloitte

09/2013 - 06/2017 Vaughan, Ontario

Company Description

- Compliance:** Planned, prepared, and conducted reviews and compilations engagements
- Advisory:** Provided solutions to clients on current business and financial conditions. Generated over \$20K in additional revenue to the firm, from out-of-scope activities
- Project Management:** Planned fieldwork assignments, including budgeting and resource needs
- Financial Reporting:** Prepared meticulous monthly and annual reports, ensuring accuracy, compliance, and insightful financial analysis for informed decision-making
- Client Relationship:** Worked closely with clients and provided exceptional client service

### SUMMARY

CPA and former Deloitte professional turned entrepreneur, combining financial expertise with operational leadership.

Track record includes selling a tech startup, scaling multiple bootstrapped DTC brands to \$8M in revenue, and optimizing operations across SaaS platforms.

Specialized in transforming financial insights into operational excellence, achieving 50% cost reduction through lean operations and strategic vendor management across international markets.

### KEY ACHIEVEMENTS



#### Financial Impact

- Generated \$8M in revenue through DTC brands
- Achieved 5x revenue multiple in startup exit
- Secured \$4M in seed funding for startup venture
- Reduced operational costs by 30% through supplier optimization



#### Operational Excellence

- Scaled SaaS platform to 45K active users
- Reduced supplier lead times by 30%
- Launched 8 successful physical products
- Implemented automation reducing processing time by 40%



#### Team Leadership

- Led remote teams of 7-12 members
- Managed cross-border operations (USA/Canada/South Asia)
- Established international vendor networks

### CORE COMPETENCES



#### Financial Leadership

- Financial Modeling & Forecasting
- SaaS Metrics Analysis (ARR, LTV/CAC)
- Budget Management
- Strategic Planning
- Risk Assessment



#### Operational Excellence

- Process Automation & Optimization
- Supply Chain Management
- Cross-functional Team Leadership
- Product Launch Strategy
- Vendor Relations

## EXPERIENCE

### Project Manager & Operations

#### Diversitoy Inc

📅 12/2011 - 07/2012 📍 Toronto, Ontario

##### Company Description

- **Business Case:** Conceived and crafted the business case to define the project's scope. This involved analyzing market opportunities, user needs, and feasibility assessments.
- **User-Centric Design Implementation:** Identified the product requirements, user stories, and design specifications to ensure alignment with business vision.
- **Inventory Management:** Designed and projected an efficient inventory management process, overseeing its seamless implementation within the startup environment.
- **Operational Management Expertise:** Steered business operations through a crucial soft-launch phase, ensuring a smooth and successful introduction of the product in a pre-revenue startup landscape.

### Head of Strategic Finance & Operations (Successful Exit)

#### Freela

📅 03/2005 - 11/2011 📍 São Paulo, Brazil

##### Company Description

- **Strategic Growth:** Scaled SaaS marketplace from concept to profitable exit, achieving 5x revenue multiple in acquisition
- **Financial Planning:** Secured \$4M in seed funding through strategic financial planning and investor relations
- **Revenue Generation:** Built sustainable revenue model reaching 45K active users and 2.1M monthly page views
- **P&L Management:** Managed complete P&L responsibility while optimizing unit economics and operational efficiency
- **Team Development:** Built and led cross-functional team of 12, establishing organizational structure and performance metrics
- **Strategic Partnerships:** Negotiated key strategic partnerships driving market penetration and revenue growth
- **Exit Management:** Led complete exit process, including due diligence, valuation negotiations, and transition planning

### Partner - Account Manager

#### Processo Digital

📅 02/2003 - 01/2010 📍 São Paulo, Brazil

##### Company Description

- **Digital Media Project Management:** Managed small-medium (\$25,000 - \$300,000) digital media projects for over 15 clients, collaborating with digital agencies and IT teams
- **Strategic Account Management and RFP Leadership:** Directed client accounts, analyzing business needs, forecasting, planning, and presenting RFPs. Achieved a remarkable 500% increase in deal closures
- **Cross-Functional Team Leadership:** Supervised and motivated cross-functional teams (4 to 12 people) in video production and web application development roles
- **Live Event Videos and Website Management:** Budgeted, forecasted, scheduled, and coordinated the production of hundreds of videos for renowned clients including Ericsson, Gillette, Procter & Gamble, and Unibanco

## EDUCATION

### Honours Bachelor of Commerce (H.B.Com.)

#### Seneca College of Applied Arts and Technology

📅 2014 📍 Toronto, Ontario

- Accounting and Finance
- Activities and societies: Member of the Student Leaders in Accounting and Finance club (SLAFS)

### Honours Bachelor of Public Relations

#### Faculdade Cásper Líbero

📅 12/2006 📍 São Paulo, Brazil

- Graduation's Dissertation: Gallery's brand repositioning and communication planning and strategy

## SKILLS

Financial Analysis    Financial Planning

Revenue Management

Financial Reporting & Analysis

Product Design    Data Analysis

Operations Management

Financial Modeling    Automation

Excel    Financial Forecasting

Business Intelligence    Tableau

Cost Analysis    Inventory Management

ecommerce    SQL

## CERTIFICATION

### Chartered Professional Accountant (CPA)

CPA Ontario

### Google Business Intelligence Certificate

Coursera / Google

### Robotic Process Automation Professional Certificate

SS&C Blue Prism

### Digital Transformation in Supply Chain

LinkedIn

## AWARDS



### 1st Place - National Competition ABRP

Brazilian Association of Researchers of Organizational Communication and Public Relations · Dec 2006



### 3rd Place - Intel Capital / Desafio Brasil

Issued by Intel Capital & Fundação Getulio Vargas · Oct 2009

## LANGUAGES

English  
Proficient



Portuguese  
Native



Spanish  
Intermediate



Japanese  
Intermediate

