

# ERIC J. ZAMORA

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Transformative Head of Finance with accelerated FP&A career as a leader of financial management teams, innovator of efficient, standardized financial processes, and strategist behind top-level M&A, Marketing, Sales, and Product initiatives. Looking to leverage experience in a high-growth vertical to facilitate intelligent scaling.

- ⇒ Experience in companies of varying sizes (>\$100M to +\$2B revenue including self-founded e-commerce sites), industries (retail, manufacturing/CPG, digital advertising, video streaming) and business cycles (high-growth, mature, turnaround)
  - ⇒ Strong cross-functional leadership and executive engagement across North America, Europe, and Asia to power financial analysis for high-visibility valuations, integrations, restructurings, inventory planning, supply chain management, marketing campaigns, product launches, and pricing changes.
  - ⇒ Outstanding analytical acumen, particularly in terms of building Microsoft Excel models, forecasts, and databases as well as revamping internal procedures and business strategies.
  - ⇒ Respected, diplomatic manager used to carrying 9-figure P&L accountability. Passionate mentor and change agent who imbues teams with the values of rigor, innovation, and the utmost accuracy.
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## VALASSIS DIGITAL

San Francisco, CA | 2017 – Present

*Led scaling of digital advertising business to ~3x revenue via acquisition of competitor and subsequent integration to bring combined organization to profitability*

### **Director of Finance ..... 7/17 – Present**

- Diversified revenue streams to return to YOY growth post-acquisition, including rollout of proprietary hyperlocal targeting platform, Chatbots, RetailMeNot partnership, Search/SEM, vertical expansion
- Achieved deal model synergies and profit targets via product margin improvements, elimination of duplicative roles, and proactive management of SG&A spend
- Worked as part of team charged with integration of people and processes across both organizations to support new operating model: optimize finance processes, partnership with 150 person sales organization, development of KPIs and executive dashboards for all parts of the organization

## TWITCH / AMAZON.COM INC.

San Francisco, CA | 2016 – 2017

*Partnered with senior leadership in fast-evolving, unprecedented space of e-sports streaming to develop content ecosystem and multi-year product roadmaps across various categories (games, events, geographies, advertising products)*

### **FP&A Lead – Content Division (Twitch).....11/16 – 6/17**

- Instilled rigor and guardrails to inform contract negotiations with 27,000 partnered streamers, balancing need to incentivize streamer commitment to platform (vs. YouTube, Facebook) and company profitability
- Developed 5 year-plan to profitability as part of Amazon integration, including forecasting and negotiating contractual commitments e.g. landmark partnership with Blizzard for two-year streaming media rights

## DEL MONTE FOODS / JM SMUCKER

San Francisco, CA | 2008 - 2016

*Promoted rapidly across FP&A leadership roles to drive strategy for top brands in the most lucrative, fastest-growing business unit while leading teams to tighten division-level financial controls, reporting, forecasting, and closing processes.*

### **Director of Finance – Pet Specialty Business Unit (JM Smucker).....09/14 – 10/16**

Took charge of most strategic (recently formed) business unit at 15% growth against company baseline of <4% growth. Managed \$700M P&L and scaled unit finance operations, sourcing, training, and supervising finance managers through recruiting and internal transfer out of CPG unit. Regularly partner with C-Suite as a dotted-line report to GM.

- Co-led expansion – from a Finance perspective – into ecommerce, which represents \$30M in sales across portfolio of pet brands selling into Amazon, Chewy.com, Pet360, and other major players.
- Tapped by CFO to lead integration of Natural Balance infrastructure into Del Monte reporting, controls, planning, and BI systems – significantly expanding insights on \$56M marketing spend.
- Informed negotiations on TV/in-store marketing via top retailers, PetSmart and PetCo, including securing an exclusive \$3M manufacturing sponsorship surrounding The Secret Life of Pets movie.

### **Senior Finance Manager – Natural Balance (Del Monte)..... 08/10 – 08/14**

Delivered financial analyses driving Marketing, Sales, Business Development, and Supply Chain decision-making for 10 brands in the portfolio generating 65% of Pet revenues, while also leading quarterly financial consolidations. Led Financial Reporting Manager and Food Brands Finance Manager in parallel.

#### **FP&A Strategic Initiatives**

- Handpicked to develop valuation model justifying \$338M acquisition of Natural Balance, which enabled Del Monte to quickly penetrate explosive \$5.4B Pet Specialty segment growing at 27% CAGR.
- Identified \$150M in post-M&A synergy savings across 5 years, through headcount de-duplication, supply chain consolidation, direct-to-vendor bulk purchases, and insourcing via co-packer buyout.
- Played a key role in PetSmart negotiations, leading to the biggest brand launch in the retailer's history with 3-year CAGR of 36% and incremental sales of \$80M in year 1.
- Oversaw development of financial models to dictate and justify price increases triggering \$51M in additional revenue and contributing 3.1% of the business unit's 4.6% of growth that year.

#### **Division Financial Reporting**

- Led team in consolidating and reporting business unit financials across 20+ brands, engaging stakeholders at each brand to gather and aggregate data on an at-least quarterly basis.
- Optimized financial reporting systems, coordinated forecasts and budget processes, and distilled business drivers for monthly and quarterly reporting feeding into executive team.

### **Finance Manager – Pet Finance (Del Monte) ..... 07/09 – 07/10**

Placed in charge of financial analysis and strategic planning for 10 Pet brands, including 2 of the largest brands in the \$1.8B portfolio – bringing in 50% of total company revenues. Developed a reputation for streamlining systems, reporting, and controls, always questioning the status quo to figure out a more efficient method.

### **Senior Financial Analyst – Pet Finance (Del Monte) ..... 09/08 – 06/09**

Hired as part of the build-out of a new San Francisco Office, ramping up within a week to take over monthly and quarterly consolidations from the departing Finance Manager. Promoted to more strategic role within a year.

## SAFeway

Pleasanton, CA | 01/07 – 08/08

### **Finance Analyst – Financial Planning & Analysis ..... 01/07 – 08/08**

Recruited into Safeway's inaugural rotational finance program, quickly became the Excel expert for the FP&A team and earning responsibility to work on high-profile projects directly influencing marketing and sales at the national level.

## EDUCATION

University of California, Davis – Double Major: B.A. Political Science & Sociology  
High Honors | 2006 Class Commencement Speaker

## ENTREPRENEURSHIP

Founded/Own e-commerce businesses across industries: beauty, party planning, emergency prep, urban adventures.  
Combined revenue of \$125k with profit margins between 30 – 70%

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