

Suraj Jain

Chief Financial Officer & Capital Allocator

New York City, NY, United States | [LinkedIn](#)

Operator-first CFO and dealmaker with 15+ years building and scaling companies through buy-and-build M&A, FP&A infrastructure, and value creation. Built Begin's finance function from the ground up while scaling the company from \$1MM to \$75MM peak ARR and structuring \$370MM+ in financing and five acquisitions totaling \$220MM+ in enterprise value.

EXPERIENCE

Chief Financial Officer

Jul 2025 — Present

Begin

New York, NY

Partner with CEO and board on capital allocation, financing, and M&A strategy. Own treasury, multi-entity US and international reporting, and consolidated financial planning across five P&Ls. Built an AI-enabled finance stack and reduced cloud operating spend 45% through infrastructure optimization. Lead a 15-person finance organization spanning FP&A, accounting, data analytics, and fulfillment.

Vice President, Strategy and Corporate Development

Oct 2014 — Jun 2025

BEGiN

Greater New York City Area

- Created and led cross-functional growth teams that owned A/B Testing across iOS, Android, and our Website
- Shifted monetization model from freemium to free trial, which improved conversion rates by 220%
- Supported marketing and BD partnership goals of adding subscribers and improving conversion rates
- Led an agile scrum team to optimize conversion and retention
- Launched a major app redesign featuring personalized pathways that improved conversion, increased retention by 35%, and delivered better learning outcomes for kids (while being more fun for them too!)
- Tested onboarding flows, landing pages, referral program, new features, brand positioning, etc. that resulted in industry-leading mobile conversion according to Apple benchmarks

Finance & Operations Manager

Mar 2014 — Sep 2014

ClassPass

New York City Metropolitan Area

Ran finance and operations through Series Seed and Series A fundraising as the team scaled from 9 to 80+ employees. Owned the operating model, budgeting, and projections. Redesigned cancellation policy which cut fee incidence 80% and lifted gross margin 4 percentage points.

Co-founder and Head of Business Operations

Oct 2012 — Mar 2014

FinLit.com

New York City Metropolitan Area

Co-founded a financial education startup for young adults. Built the product strategy and business model from the ground up.

Investment Banking Analyst – Financial Restructuring

Jul 2009 — Oct 2012

Houlihan Lokey

New York, New York

Led debtor- and creditor-side restructuring mandates, equity raises, and M&A work including Six Flags' \$2.4B restructuring as an advisor to the Board. Built DCFs, LBOs, 13-week cash flows, and liquidation analyses across multiple complex transactions.

Summer Analyst

Jun 2008 — Aug 2008

Houlihan Lokey

Management Intern

Jun 2007 — Aug 2007

GEICO

Staff Member

Jan 2005 — Jan 2005

Virginia Beach Leadership Workshop

EDUCATION

University of Virginia

Jan 2005 — Jan 2009

BS in Commerce with a Concentration in Finance and Management

University of Virginia, McIntire School of Commerce

B.S. in Commerce with a Concentration in Finance and Management

SKILLS

Executive Development · Capital Allocation · Fundraising · Financial Forecasting · E-Commerce · Scenario Planning · Financial Oversight · Operations Management · M&A Execution · SaaS Metrics · Financial Planning and Analysis (FP&A) · Deals · Prioritization · Teamwork · Product Strategy · Cross-functional Team Leadership · Strategic Planning · Deal Sourcing · Market Analysis · Financial Structuring · Buy-and-build · Equity financing · Debt

financing · Operating model · Monthly close · GAAP accounting · Audit coordination · Treasury management · 13-week cash forecasting · Multi-entity consolidation · Pricing strategy · Unit economics · Cohort analysis · LTV/CAC · Retention analysis · Contribution margin · Channel economics · AI product economics · Cost-to-serve analysis · Post-merger integration · Deal structuring · Earnouts · Seller notes · Revenue-based financing · Business valuation · DCF analysis · LBO analysis · Product-led growth · P&L management · Data analytics · NetSuite · Databricks · International reporting · Transfer pricing · Covenant compliance