

Hahn Lee

Strategic CFO

Los Altos, CA, United States | [LinkedIn](#)

Strategic finance executive with public company CFO experience and a track record of executing over \$1 billion in M&A, capital markets and strategic transactions, including a \$230 million IPO and a \$585 million company exit. My background spans investment banking, equity research, corporate finance and corporate development, giving me a rare, full-picture view of how capital allocation and M&A strategy actually drive enterprise value.

Throughout my career I've built and led finance, strategy and corporate development functions at companies spanning high-growth technology, media and consumer platforms, including realtor.com (a division of News Corp), TV Guide (sold to CBS) and, most recently, NESN (part of Fenway Sports Group), where I'm deeply exploring how AI can yield measurable results across the business. I execute end to end, from strategy ideation through business development outreach, deal negotiation, close and post-merger integration.

I regularly engage with boards and investors on strategy, capital allocation and long-term value creation, work I approach with the same rigor whether the audience is a public company board, a private equity sponsor or a management team.

I'm energized by financial leadership roles where deal-making, capital markets and strategy drive real outcomes, whether as a CFO or in a Chief Strategy Officer, Head of Corporate Development or board capacity. Always glad to connect and share more about my background.

Specialties:

- Financial strategy and capital allocation
- M&A and corporate development
- Capital markets and IPO execution
- Board governance and investor relations
- FP&A and financial planning
- Deal negotiation and post-merger integration
- Risk management
- Equity research and valuation
- Strategic investments and venture investing
- Organizational leadership and mentorship
- Business development and partnerships

EXPERIENCE

Chief Corporate Development Officer

Jan 2025 — Present

NESN

Boston, MA

- Drive growth for New England Sports Network (NESN) and SportsNet Pittsburgh (SNP).
- Exploring AI use cases to help generate new revenue, reduce costs, and create operational efficiencies.
- NESN: home of the Boston Red Sox and Boston Bruins.
- SNP: home of the Pittsburgh Pirates and Pittsburgh Penguins.

EVP Corporate Development and Strategy

Aug 2022 — Dec 2024

2-10 Home Buyers Warranty

- Successfully sold the company to Frontdoor (Nasdaq: FTDR) for \$585 million.
- Private equity (Genstar Capital) owned portfolio company.
- Brought in as part of the new executive team to operate and sell the business.
- Led strategic plan development and managed sale process.

CFO

Sep 2020 — Dec 2022

Bright Lights Acquisition Corp.

Bright Lights Acquisition Corp (NASDAQ: BLTSU, BTLS, BTLWS) is a blank check company formed for the purpose of effecting a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses. The Company intends to focus on businesses in the consumer products and media, entertainment and sports sectors that can benefit from celebrity ownership and/or partnership.

- Successfully raised \$230 million in an IPO in January 2021.

LP Advisory Committee Observer - Fifth Wall Ventures

Jan 2015 — May 2020

realtor.com

San Francisco Bay Area

- Led all M&A, investments, partnerships and corporate strategy.
- Successfully executed M&A and strategic investments that advanced the company's strategy, diversified the business model and rationalized the product portfolio.

• Executed business development and partnership deals that grew audience, accelerated revenue growth and reduced operating costs.

- Total audience grew 45mm in FY15 to 80mm in FY20 (12% CAGR).

M&A

• Successfully acquired Opcity, an Austin-based digital real estate company for \$210mm allowing realtor.com to provide a better consumer experience and diversify its business model.

- Portfolio rationalization through divestitures - sold senior housing search business to Caring.com, sold TigerLead

software business to Commissions, Inc.

- Product experience enhancements through acquisition - acquired Remodelista (home inspiration blog) and Reesio (transaction management software platform).

Business Development

- Led cross-functional teams to create strategic and operational plans to grow revenue in new verticals - e.g., new construction, home sellers.
- Negotiated and executed product-enhancing partnership deals with Yelp! (map amenities), Apartments.com (rentals), A Place for Mom (senior housing), crime data.
- Secured video content to launch realtor.com's video portal.
- Executed deal with Matterport to present 3D virtual tours.
- Secured listings and editorial syndication partnerships to increase audience and leads.

Strategy

- Led annual strategic planning cycle.
- Maintained a holistic view of the competitive landscape and advised the executive team of any necessary offensive / defensive actions to be taken.
- Conducted deep dive analyses to uncover new businesses to enter and mapped out entry approaches (e.g., mortgage).

Career Progression

- EVP (2018-2020)
- SVP (2015-2018)

(About Realtor.com -- Realtor.com is a News Corp company. News Corp acquired Move, realtor.com's parent company, for roughly \$1 billion in 2014.)

SVP Corporate Development, Strategy and Head of Financial Planning and Analysis Jan 2006 — Jan 2015 TV Guide

- Streamlined ownership structure by executing M&A transactions that exceeded \$100 million.
- Transformed the network from a utility guide to a fully-distributed general entertainment network reaching more than 80 million households.

M&A

- Reorganized corporate ownership structure: sold One Equity Partners' 49% stake in TV Guide Entertainment to CBS Corporation.
- Sold Lionsgate's 50% interest in TVGuide.com to CBS Corporation.

Business Development

- Launched co-branded entertainment news ticker in collaboration with Yahoo! to provide on-air differentiation.
- Drove new revenue streams: secured website monetization partner; partnered with a music library service and converted the use of music from a sunk cost to a revenue opportunity.

Content Acquisition

- Evaluated financial impact of content acquisitions (e.g., movies and TV series) to advance the strategy of acquiring new content to air on the network as we transformed from a scrolling utility guide to a fully distributed general entertainment network.

Content Distribution

- Negotiated and closed international syndication and US Electronic Sell Through (EST) content distribution deals.

Finance and Administration

- Led all long-range financial planning and analysis, budgeting, cash requirements, resource allocation, etc.
- Prepared Board materials and attended all Board meetings.

Management and Leadership

- Led the corporate and business development, strategy, finance, ad sales pricing and planning and ad operations teams.

Career Progression

- SVP (2013-2015)
- VP (2010-2013)

Ownership History of TV Guide

- Now wholly owned by CBS; rebranded as Pop TV (2019-Present)
- CBS / Lionsgate JV (2013-2019).
- Lionsgate / One Equity Partners JV (2009-2013).
- TV Guide Acquired by Lionsgate (2009).
- Gemstar-TV Guide acquired by Macrovision (2007).

Director of Business Development - TV Games Network (now owned by FanDuel) Jan 2005 — Jan 2006 TV Guide

- Business development and finance for TV Games Network, TV Guide's interactive horse-racing cable channel and Advanced Deposit Wagering (ADW) operations (\$50+ million annual revenue, 16 million TV households).
- Oversaw all corporate development, financial reporting, planning and analysis and accounting. Evaluated new partnerships, deal scenarios and business development transactions.
- Managed 5-Year strategic planning, annual budgeting, monthly forecasting processes.
- Conducted extensive competitive analysis to benchmark internal progress against other industry players.

Financial Planning & Analysis Ascent Media Group

Jan 2003 — Jan 2005

- FP&A for Media Services Division (post-production services included tape duplication, DVD menu and authoring, film lab, syndication, media library, etc.).
 - Prepared financial review packages for senior management, conducted monthly forecasting and annual budgeting.
 - Direct daily reporting relationship to the division CFO.
- (Ascent Media Group was a post-production services company then owned by Liberty Media.)

Equity Research Jan 2002 — Jan 2003
Jefferies & Company

- Sell-side equity research coverage on digital media and video game sectors.
- Coverage universe included companies with market capitalizations between \$80 million and \$10 billion, including Electronic Arts (NASDAQ: EA), Activision (NASDAQ: ATVI) and Take Two Interactive (NASDAQ: TTWO).
- Launched initiating coverage on digital media companies.
- Presented investment ideas and research findings to institutional investors and Jefferies' equity sales staff.
- Wrote research reports, performed complex financial modeling and forecasting, conducted industry and company research, market sizing and due diligence.

Investment Banking Jan 2001 — Jan 2001
Bear, Stearns & Company, Inc.

- Investment Banking Associate (M&A generalist).

Business Development Jan 1997 — Jan 1999
Fox Networks Group

- Analyzed acquisitions, partnerships, distribution deals and new business ventures for Fox Cable Networks.
 - Conducted strategic planning for Fox regional sports networks and FX.
 - Led due diligence efforts for cable network M&A.
 - Created financial plans to support programming rights acquisitions for professional sports content (e.g., MLB, NBA, NHL).
- (Formerly known as Fox / Liberty Networks, a joint venture between Fox Television and Liberty Media)

Corporate Alliances Jan 1995 — Jan 1997
The Walt Disney Company

- Executed strategic alliances and co-marketing partnerships between Disney and Fortune 500 companies (e.g., McDonalds, General Motors, Coca-Cola, American Express, Nestle, etc.)
- Responsible for department's long-range planning.

Finance Intern Jan 1995 — Jan 1995
Paramount Pictures

Finance Intern Jan 1994 — Jan 1994
The Walt Disney Studios

Tax Intern Jan 1994 — Jan 1994
Warner Bros. Entertainment

EDUCATION

UCLA Anderson School of Management

MBA in Finance and Strategy

Activities and societies: Teaching assistant (undergraduate accounting). High Tech Business Association. Entertainment Management Association.

Harvard Business School

Advanced Management Program (AMP 199)

UCLA

BA in Business-Economics

Graduated with Highest Honors and Distinction.
Studied 4 years of Russian, 1 quarter of Japanese.

CERTIFICATIONS

CFA Level I (Passed), CFA Institute Jan 2002

NASD Series 7 and 63 (Inactive), FINRA

SKILLS

Strategic Partnerships · Competitive Analysis · Strategy · Product Management · Digital Media · Business Development · Business Strategy · Financial Analysis · Forecasting · Business Planning · Strategic Planning · Analytics · Marketing · Analysis · Budgets · Valuation · Finance · Budgeting