



Cory Smith MBA · 3rd

Head of Revenue Operations at OurFamilyWizard

New York, New York, United States · [Contact info](#)

500+ connections

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 OurFamilyWizard

 University of Pennsylvania -
The Wharton School

Experience



Head of Revenue Operations

OurFamilyWizard · Full-time

Apr 2021 – Present · 2 mos



Chief Financial Officer

Boaz Bikes · Full-time

Jan 2018 – Present · 3 yrs 5 mos

New York City Metropolitan Area

- Helped raise over \$1M in seed funding
- Owned modeling of all go-to-market opportunities, including new markets and product offerings
- Helped develop a scalable expansion strategy

[...see more](#)



Vice President of Revenue Operations and Finance

Northspire · Full-time

Aug 2020 – Mar 2021 · 8 mos

Brooklyn, New York, United States

Align operational strategies with financial goals

- Helped drive 37% ARR growth over a 4-month period
- Developed growth initiatives that also minimized cash burn by reallocating spend from non-performing areas without disrupting operations

[...see more](#)



Head of Strategic Finance

Redline Startup Advisory · Full-time

Apr 2017 – Apr 2019 · 2 yrs 1 mo

Greater New York City Area

Large Media Company:

- Responsible for forecasting, budgeting, and analyzing P&L variances (e.g. Budget vs. Actual, Budget vs. Outlook)
- Owned cash flow modeling and 3-5 year strategic financial model

[...see more](#)



Director of Financial Planning Analysis

Geller & Company

Oct 2015 – Apr 2017 · 1 yr 7 mos

New York, NY

- Responsible for consolidation and analysis of Budget, Quarterly Outlooks, and 5 year plan forecasts for all Bloomberg businesses; Developed independent models to analyze growth rates and projections for reasonableness and underlying drivers of performance; Work with Core Terminal, Media, Trading Solutions, Verticals, and other Bloomberg businesses to provide...

[...see more](#)

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Education



University of Pennsylvania - The Wharton School

Master of Business Administration (MBA), Finance, General



University of North Carolina at Chapel Hill

Skills & endorsements

Financial Analysis · 11



Endorsed by Ken Ayub, CFA, CC, who is highly skilled at this



Endorsed by 2 of Cory's colleagues at Northspire

Financial Modeling · 8

 Endorsed by 2 of Cory's colleagues at Northspyre

Valuation · 5

Zoe Pierce and 4 connections have given endorsements for this skill

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Recommendations

Received (0)

Given (1)



Zoe Pierce

Sr. Customer Success
Manager at Apprentice.io

October 7, 2020, Cory worked
with Zoe in different groups

Zoe is an amazing leader who knows how to leverage customer engagement and technology to optimize revenue retention and growth strategies. She has an uncanny ability to stay calm in very stressful situations while maintaining her focus on performance and short/long-term goals. It would be an honor to ha... See more

Interests



Sony Music Entertainment

681,854 followers



Hays

4,783,923 followers



Scott Belsky 

Executive, Author, Investor, & Product Obsessive
145,565 followers



Ralph Lauren

739,665 followers



American Express

1,382,896 followers



Cushman & Wakefield

737,859 followers

See all