





HANNAH OKONKWO

Finance manager with 9 years across FP&A, commercial finance, and corporate development at consumer and SaaS companies. Partner closely with sales and product leaders on pricing, unit economics, and the trade-offs behind a hiring plan. Lead small teams and like the operational side of finance as much as the modeling.

CONTACT INFORMATION

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-  Portland, OR

EDUCATION

MBA, Finance concentration
University of Washington Foster
School of Business
May 2016

BA, Economics
Howard University
May 2014

KEY SKILLS

- Commercial and SaaS finance (ARR, NRR, CAC payback)
- Workday Adaptive Planning, Anaplan
- Salesforce reporting and Looker
- Pricing and margin analysis
- Quota and territory modeling
- M&A integration finance
- People management (2-4 analysts)
- SQL, Excel (advanced)
- NetSuite and SAP exposure

PROFESSIONAL EXPERIENCE

Manager, Commercial Finance | Greycedar Software, Portland, OR
February 2021 – Present

- Manage 2 senior analysts supporting a \$185M ARR sales organization across North America and EMEA
- Rebuilt the bookings to revenue waterfall in Adaptive, surfacing a deferred revenue lag that was understating quarterly revenue by around \$1.2M
- Partner with the CRO on quota setting, pipeline coverage analysis, and the comp plan refresh each January
- Run pricing committee for new SKUs, including margin floors and discount approval thresholds
- Present commercial KPIs at the monthly operating review alongside the VP of Finance

Senior FP&A Analyst | Maribel Outdoor Brands, Denver, CO
March 2018 – January 2021

- Owned the consolidated P&L forecast for a 4-brand portfolio with combined revenue near \$410M
- Led the build of a SKU-level margin tool that pricing teams used during the wholesale planning cycle
- Supported the integration finance workstream after a tuck-in acquisition, including chart of accounts mapping
- Trained 3 junior analysts on the company's planning model and review cadence

Financial Analyst | Pinemark Consumer Goods, Denver, CO
June 2016 – February 2018

- Built weekly sales flash reports for the executive team, sourcing data from SAP and the trade promotion system
- Supported the annual budget process for marketing and trade spend, totaling about \$62M
- Created the first standardized template for new product launch business cases, still in use after the acquisition