



3 Hard-won Learnings From a Startup CFO

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What is the secret to startup accounting?

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My top [hard-headed] learnings:

1. Forget your ego

My first startup, I was the 15th person joining as CFO, my first C-Suite title. I remember going in way too over-confident. And then our phone service went down, and I said, "well, who's going to fix that?"... any ego quickly dashed.

2. Learn your limits

As the finance person, you're saying yes to a lot of things because you're ambitious and eager to learn... you end up just spreading yourself too thin and doing a passing job, at best, at a lot of things until you learn better.

3. Make finance hires

On the hiring front, we (finance) like to lead by example, i.e. be careful where we spend our money. So, I try being slow to hire on my team to set the standard... But no one follows that example, so you just end up understaffed on your own team.



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What is something that surprises people, knowing you're an accountant?

Craig Hudson
LumiQ



I've gotten really into boxing recently. Actually, starting to spar reminded me (too late) of my over-confidence learning – my height advantage was no match for a better trained opponent.