CHRISTIAN BOTZ

CFO | HEAD OF FINANCE | FINANCE DIRECTOR

Madrid, Spain | christian.botz@botzconsulting.com | linkedin.com/in/christian-botz-9068bb28b
Full work authorization in Spain | Madrid-based or fully remote from Spain

EXECUTIVE PROFILE

CFO and finance leader with more than 15 years of experience in founder-led businesses, banking and advisory. Partner to owners and CEOs on company strategy, capital allocation and major financial decisions. Built finance functions from scratch, led teams of up to eight people and managed finance through rapid growth, crisis and restructuring. Closed a $2.5M seed round at Wonder Family and supported more than $10M of client fundraising through Botz Consulting. Hands-on across the full finance remit, including financial models, reporting systems and automation.

SELECTED IMPACT

- Built finance functions from scratch in two CFO roles, with responsibility for accounting and legal.
- Led finance during growth and crisis periods, including cost reviews, workforce reductions and cash protection measures.
- Closed a $2.5M seed round and supported more than $10M of fundraising for advisory clients.
- Led management reporting and strategic planning at a commercial bank with approximately $1B in assets.

PROFESSIONAL EXPERIENCE

CHIEF FINANCIAL OFFICER | WONDER FAMILY

Feb 2023 - Oct 2025 | United States | Remote from Madrid

Owned the full finance agenda of a US consumer products and e-commerce business. Worked directly with the founders on strategy, capital allocation and funding decisions. Built the finance function from scratch and led a five-person team, with responsibility for accounting and legal.

- Closed a $2.5M seed round, managing the process from investor materials and due diligence through cap-table work and legal execution to funding.
- Introduced the decision framework for new product launches. The founders used it to compare product economics, working-capital needs and expected investor returns before allocating capital.
- Led cost optimization and workforce reductions during a crisis period. Updated cash forecasts and spending plans as conditions changed.
- Worked with the development team to build an internal finance platform covering product P&L, cash forecasting, portfolio performance and investor reporting. The same system later supported finance services for external companies.
- Set up the operating and legal model for a franchise structure and coordinated its registration.

FOUNDER AND PRINCIPAL CONSULTANT | BOTZ CONSULTING

Apr 2018 - Present | Madrid / Remote

Advise owners and management teams on financial strategy and complex business decisions. Assignments cover growth, restructuring and situations where a company needs to restore control over costs or cash. The practice has been most active between full-time roles; selected mandates continued alongside them.

- Help owners assess new business lines, define financial strategy and decide how to fund growth.
- Build or rebuild finance functions, introduce management reporting and budgeting, and see the changes through implementation.
- Support capital raises through financial models, investor materials and data-room preparation. Clients have raised more than $10M in total.
- Advise on finance processes and team structure during expansion or restructuring. Automate recurring work with spreadsheets, BI and lightweight data tools.

CHIEF FINANCIAL OFFICER | LIKE GROUP

Apr 2018 - May 2019 | Moscow

Owned finance at a founder-led education company with more than 150 franchisees. Built and led an eight-person function, including accounting and legal. Worked directly with the founders on strategy and the financial decisions required during rapid growth.

- Introduced management accounting and budgeting, giving the founders a monthly view of profitability, cash and performance against plan.
- Designed the payment and settlement model for franchisees across Russia and international markets.
- Worked with the founders on strategy and pricing, including program economics and investor negotiations.
- Led cost optimization and workforce reductions during a crisis period. Strengthened payment controls and formalized the processes needed for further growth.

HEAD OF ANALYTICS / DEPUTY HEAD OF FINANCE | EXPOBANK

Jan 2015 - Apr 2018 | Moscow

Promoted from Head of Investor Relations to lead analytics and management reporting at a commercial bank formed from the Russian business of Barclays. Later promoted to Deputy Head of Finance.

- Led a four-person team responsible for management reporting, budgeting and macroeconomic analysis.
- Owned the monthly performance pack for the executive team and board, connecting actual results with the budget and the outlook for capital and liquidity.
- Built regulatory forecasts for capital adequacy, liquidity and other ratios under Central Bank of Russia and Basel II/III requirements.

HEAD OF INVESTOR RELATIONS | EXPOBANK

Feb 2013 - Jan 2015 | Moscow

- Led communication with institutional investors, analysts and rating agencies. Prepared investor presentations, quarterly reports and board materials.
- Oversaw Big Four-audited IFRS financial statements and managed earnings calls and analyst questions.

EARLIER BANKING EXPERIENCE

Corporate Client Manager | Sberbank | Sep 2012 - Feb 2013

Managed large-corporate credit relationships, prepared credit proposals and coordinated internal approval.

Corporate Lending Manager | MDM Bank | May 2010 - Aug 2012

Originated and structured credit facilities for large corporate clients, presented transactions to the credit committee and managed the client portfolio.

Investor Relations Specialist | URSA Bank / MDM Bank | Jun 2008 - May 2010

Prepared financial KPIs and investor materials and supported investor communication through the URSA-MDM merger.

EXPERTISE AND SYSTEMS

Financial strategy | FP&A | Management reporting | Budgeting and forecasting | Cash and working capital | Capital raising | Investor relations | Board reporting | IFRS | Basel II/III | Team leadership | Finance transformation

Advanced Excel | Google Sheets | Power BI | Looker Studio | SQL | QuickBooks | Xero | Workflow automation and AI-assisted finance tools

EDUCATION AND LANGUAGES

Specialist Diploma in Management | HSE University, Moscow | 2003 - 2008

Russian: native | English: professional working proficiency | Spanish: elementary