

CFO Spotlight: Kristyn Reed-Salow, CFO of KitCheck, Inc.

January, 2018



1. What was your first CFO opportunity and how did you get it?

Twenty years ago, I was in the midst of writing my master's thesis which focused on something entirely different than Finance. (Are economic development and environmental protection mutually exclusive goals? Case studies through the lens of ecotourism). After grad school, I was preparing to follow a different career path than the one I had embarked on through my first 6 professional years at Ernst & Young. I met an entrepreneur who convinced me to consult for him and build out a multi-year financial model, business plan and help him raise capital. This offer certainly helped with paying off school loans and seemed exciting. New to this world, I found I loved the excitement of start-ups and growth companies. Being a part of a team building something new and innovative pulled me back to my finance / accounting roots yet in a very different role. I jumped in with both feet and a year and a half later I was a CFO at law.com in San Francisco. I've been a CFO for technology companies ever since.

2. Who had the biggest influence on your career and why?

The CEO of Fishbowl, Scott Shaw, has had the most positive influence on my career. He completely relied on the strategic part of my role and immediately trusted me as a confidante. His entrepreneurial mind and penchant for making partnerships work were refreshing. His 'benefit of the doubt' mentality helped give me perspective when there were times that I could've executed better. Not only did I learn from him as a leader and a CEO, he also made me a better CFO even in a couple areas where I should've been the stronger of us. He was and is a mentor to and advocate for me - both professionally and personally.

3. When you are not working, how to you spend your downtime (hobbies, activities, etc.)?

I love travel, reading, boating and most of all, spending time with my husband and dog River.

4. What are the 3 most important characteristics of a company culture?

For companies I work with, culture arises from a diverse mix of employees and leaders that are innovative, team players who like to get stuff done. Execution matters but not at the expense of developing a transparent and collaborative

environment. Striking a balance between moving quickly and bringing the team along is difficult but very important.

5. What do you enjoy most about your profession? And what is the one thing you could do without?

I love working across the company from product to sales to marketing and financial operations. Tying the pieces together to create both order and momentum from what can sometimes feel chaotic is fun for me. Working on something 'new' and creative feeds the left side of my brain. I can do without unnecessary process and bureaucracy.

6. What is the biggest challenge you are currently facing?

Balance between moving fast and being prudent. You can't get everything 100% right and opportunity cost of time matters. (You may be catching my theme by now 😊)