

**Bobby Davidorf | Consulting CFO | San Francisco**

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Bobby's strong financial acumen helps startups develop winning business models and getting to profitability quickly. He has over 25 years leadership experience at both public and private technology companies, giving financial cover to high performance, data-driven teams. At Burkland, Bobby serves as a Consulting CFO for companies in a variety of market segments, including SaaS, eCommerce, medical device, consumer internet and retail.

Before Burkland, Bobby was CEO and CFO of Playlist Media, a generation Z-focused streaming music company. Prior to Playlist Media, Bobby was VP of Finance at NorthStar Systems, an enterprise software company, where managed finance, accounting, HR and IT. He also set pricing structures and negotiated contracts with Fortune 500 companies for seven figure software licensing arrangements. Prior to NorthStar, Bobby was CFO of Tribeworks, a publicly traded multimedia software company, where he brought the company to profitability within two years and also served as General Manager and on the Board of Directors. Prior to that, Bobby co-founded Mjuice.com, an Internet music distribution company, where he served as the Chief Financial Officer and General Manager. Mjuice was the first company to deliver music securely from the web to portable devices and was sold to ARTISTdirect. Before Mjuice, Bobby was the Controller and interim CFO at Oceania, an enterprise software company. Prior to that he was a Senior Consultant at Price Waterhouse.

Bobby graduated magna cum laude with a B.S. in Economics from the Wharton School at the University of Pennsylvania. He is a CPA (inactive) in the State of California.

**Bio Highlights**

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**Areas of Expertise**

- Finance strategy
- Change management
- M & A
- Licensing

**Industry Experience**

- Enterprise SaaS
- Consumer SaaS
- eCommerce
- Internet media
- Retail/CPG

**Recent Engagements**

- Fairy
- Spect
- Sense
- Movebutter
- SketchDeck


**Education & Professional Certifications**

- BS in Economics, Wharton School, University of Pennsylvania
- CPA (inactive), State of California


**Contact**

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