

NICHOLAS SMITH

Senior Manager, Corporate FP&A | Strategic Finance in Consumer Tech & Travel Marketplaces

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Corporate FP&A leader with 13 years in consumer tech — own global revenue and variable-cost forecasting, annual planning, and long-range planning for a \$1B+ revenue travel marketplace across 20M+ annual transactions. Scaled with Viator (Tripadvisor Experiences) from ~\$200M to its first EBITDA-profitable year, and build the systems behind it: BigQuery/SQL pipelines, R models, and web apps that replaced spreadsheet forecasting for business partners.

EXPERIENCE

Viator (Tripadvisor Experiences)

San Francisco, CA • 2016 – Present

Senior Manager, Corporate FP&A

2023 – Present

Manager

2019 – 2023

Senior Financial Analyst

2016 – 2019

- Engineered a six-method R ensemble (Prophet, ARIMA, ETS, TBATS, NNETAR, STL-ARIMA) behind the global revenue forecast, improving accuracy 400bps, and ported it to a new cloud platform.
- Supported IPO-readiness for the Experiences segment (Tripadvisor's 2022 confidential S-1) — rebuilt 15 years of segment history across the full marketplace funnel, bookings and take rate through GAAP revenue and EBITDA.
- Unlocked \$30M in revenue-neutral marketing savings by shifting commissions from gross to net pricing — a key contributor to Viator's first EBITDA-profitable year.
- Drove ROI analyses behind expansion into long-tail destinations across Eastern/Northern Europe and Asia, contributing to 50%+ market share growth in priority markets.
- Architected and operate an AI-developed forecasting platform across \$1.1B in partner GBV, replacing Excel with self-serve daily updates and analysis for business partners — reporting time down 80%.

Yahoo

Sunnyvale, CA • 2013 – 2016

Senior Financial Analyst — Product Finance (Yahoo Mail)

2015 – 2016

- Owned the \$500M+ Yahoo Mail P&L; partnered with Product and Sales leadership on monetization strategy, with mobile analysis presented in CEO strategy sessions.
- Drove modeling and strategic analysis behind mobile ad format changes, contributing \$20M+ incremental revenue and supporting Mail's first \$100M+ year of mobile revenue.
- Built advertiser expansion investment case that funded a new sales team, adding 200+ advertisers and \$10M+ incremental revenue in year one.
- Replaced manual revenue and ops reporting with R, SQL, and Python pipelines — 50% faster, \$100K saved.

Financial Analyst — Corporate FP&A (Revenue & Cost)

2013 – 2015

- Built daily revenue forecast model for Yahoo's \$2B+ display advertising business, used by Executive Staff for IR guidance and Board of Directors reporting on \$3M+ daily performance.
- Developed investment case for Search feature expansion tied to a \$100M incremental revenue opportunity; justified 10 engineering hires.

Waitt Company

Omaha, NE • 2012 – 2013

Private Equity Analyst Intern

- Modeled and analyzed a \$2B private equity portfolio; built bank valuation model used by the President & CEO to help set the exit price on a 13M-share, \$40M position.

EDUCATION & ADDITIONAL

BSBA, Accounting & Finance — Creighton University, Omaha, NE (GPA 3.7; Dean's Honor Roll)

- Published equity research analyst on Seeking Alpha with articles syndicated to Yahoo Finance; ongoing investing and markets writing on Substack.
- Skills:** Financial Modeling • Revenue Forecasting • Variable Cost Forecasting • Long-Range Planning • Marketplace Economics • Unit Economics / LTV • R • SQL • Google BigQuery • Snowflake • Tableau