

William Vogt
Partner



Select Executive Experience

BackBox (2025-2026)

Chief Financial Officer

Sticky.io (2023-2025)

Chief Financial Officer

Technical Toolboxes (2022-2023)

Chief Financial Officer

Discovery Data (2016-2021)

Chief Financial & Administrative Officer

Nice Systems (2015-2016)

Vice President of Finance

Active Network (2008-2014)

CFO (Business Solutions Group)

Merrill Lynch (2005-2008)

Vice President, Group Controller
(Retirement & Online Technology)

Core Competencies

Financial Management

Capital Raises

Exits (Financial & Strategic Investors)

Top Line Growth

Operations

Team Building

Mergers & Acquisitions

FP&A

Data Driven GTM Strategy

Debt Refinancing

Strategic Turnarounds & Cost Controls

Technology Services

Strategic Planning

Executive Profile

William is a Partner on the Southeast team of SeatonHill. He is a seasoned Chief Financial and Administration Officer with more than 30 years of experience and a reputation for transforming financial functions into engines of enterprise value. With an extensive background spanning the SaaS, Technology, Fintech, Cybersecurity, Big Data, and E-commerce sectors, William specializes in navigating the complexities of recurring revenue models and data-driven scaling. His impact is best demonstrated by a career-defining collaboration with GTM leadership that resulted in a 400% top-line growth while maintaining strong EBITDA margins of 40%+. A specialist in financial turnarounds, William has successfully orchestrated four exits to both private equity investors and strategic buyers. He has experience leading multiple recapitalizations to unlock working capital and provide the fiscal flexibility necessary for growth investment. During 2019, he was honored as the New Jersey Technology CFO of the Year.

Industry Experience

Private Equity

Big 4

SaaS

Cybersecurity

E-commerce

Big Data

Fintech

Travel & Leisure

Publishing

Technology

Software

Recurring Revenue

Education & Certifications

Master of Business Administration

Rider University

Bachelor of Science in Accounting

Montclair State University



Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.

William Vogt
Partner



Key Experience

PE-backed technology company (in the Cyber Security space):

William had 7 reports and was responsible for Accounting, Finance, HR, Legal, Insurance, and Facilities. He led a financial turnaround, reducing headcount by 30%, implementing austerity spending to materially reduce OPEX, which ultimately moved the company to be cash-flow neutral and EBITDA positive. Using data analysis, William worked with the CRO & CMO to identify the best targets for lead generation efforts. The targeted companies exhibited a strong need for this network security product, historically having had the shortest sales cycles and best close rates. The company is expected to grow revenues by ~20% in 2026. William also recapitalized the company to introduce flexibility in the working capital, allowing the company to invest in growth activities. He implemented a PEO, significantly improving the company's benefit offering and reducing the annual spend.

Subscription Commerce Platform: William served as CFO for this leading subscription commerce platform that helps brands and businesses build profitable recurring revenue programs around the world (from household brand names to rising ecommerce stars). He restructured the Finance organization to significantly improve the GAAP financials. During his tenure, William replaced and mentored a new controller and an accountant. He worked with the executive team to develop and execute a growth strategy that is forecasted to deliver year-over-year revenue growth of more than 25%. William also collaborated with the leadership team to employ headcount reductions and austere expense management, which shifted the company to a cash flow positive position. These measures enabled compliance with the loan agreement and permitted the company to invest in and focus on growth activities.

Provider of Cloud-Based Pipeline Software and Services: William served as Chief Financial Officer for this leading provider of cloud-based pipeline software, online resources, and specialized training for pipeline engineering professionals worldwide. He stood up the company, booked the opening balance sheet, implemented Accounting & FP&A functions, Audit, Tax, Health Insurance (PEO), Actionable Reporting, Sales Tax (Avalara), Legal, and Human Resources, and helped to employ best practices throughout the organization. William also achieved 25% year-over-year topline growth, implemented a Sales Tax process and solution, and employed a PEO to effectively and economically assist with HR, health benefits, and payroll.

Data Provider: William served as Chief Financial and Administrative Officer for this leading provider of data, insights, and analytics on the firms and people driving the financial services and insurance industries across North America. He was responsible for Accounting, Finance, Legal, Human Resources, Facilities, and Risk Management. During his tenure, revenues grew from \$7M to \$28M, and EBITDA margins were greater than 40%. William acquired a competitor, growing the top-line by \$4M and EBITDA by \$1M. He also acted as CEO for 5 months during the search for a new leader. William led the initiative to recapitalize the company and sold the company twice (2019 Sponsor 12X EBITDA / 2021 Strategic 23X EBITDA). For his efforts, William was honored in 2019 with the NJ Technology Council's CFO of the Year award.

SEATONHILL™

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