

# Top Publications for Startup CFO

It's a pretty comprehensive list of publications for startup CFOs, based on the most valuable resources out there, like books, articles, blogs, podcasts, and other stuff. Each entry gives you a brief description and a link so you can get to the good stuff.

## Top Books for Startup CFOs

1. Startup CFO: A Field Guide to Scaling up Your Company's Finance Function by Matt Blumberg and Jack Sinclair - A comprehensive guide helping first-time CFOs navigate finance challenges with tactics and best practices for growing a high-performing function.  
<https://www.amazon.com/Startup-CFO-Scaling-Companys-Function/dp/1119859395>
2. Financial Leadership Fundamentals: How to become a CFO in a startup or scaleup by Alysha Randall - A practical guide for aspiring finance leaders transitioning into CFO roles within startups and scaleups, offering actionable steps to evolve into strategic leaders.  
<https://www.amazon.com/Financial-Leadership-Fundamentals-become-startup/dp/B0BVTCMK6L>
3. The CFO's First 100 Days: Strategies for Successful Transitions - A practical guide for newly appointed CFOs looking to make an immediate impact, covering strategic planning, risk management, and team building. <https://www.amazon.com/CFOs-First-100-Days-Successful/dp/1631579371>
4. The Successful CFO by Tony Tripodo - Written by a CFO of the Year award winner, sharing 40 years of experience in various CFO roles and offering valuable lessons on succeeding in complex business environments. <https://www.amazon.com/Successful-CFO-Tony-Tripodo/dp/1631576291>
5. The 80/20 CFO: How to Make Strategic Transformations in Your Company by Janice Berthold and Suzy Taherian - Offers actionable advice for CFOs to quickly gain credibility and drive organizational change. <https://www.amazon.com/80-20-CFO-Strategic-Transformations/dp/1119562201>
6. The Contemporary CFO by Michael Haupt - Addresses the evolving role of CFOs in the digital age and their increasing responsibility in leading enterprise-wide business transformation. <https://www.amazon.com/Contemporary-CFO-Michael-Haupt/dp/3030252566>
7. The CFO Guidebook by Steven M. Bragg - Thoroughly explores the CFO role, from budget management and fraud prevention to overseeing mergers and acquisitions. <https://www.amazon.com/CFO-Guidebook-Fourth-Steven-Bragg/dp/1642210242>
8. Financial Intelligence for Entrepreneurs: What You Really Need to Know About the Numbers by Karen Berman and Joe Knight - Helps entrepreneurs and finance leaders understand financial concepts in practical terms. <https://www.amazon.com/Financial-Intelligence-Entrepreneurs-Really-Numbers/dp/1422119157>
9. Financial Forecasting, Analysis, and Modelling by Michael Samonas - Provides a comprehensive framework for creating reliable long-term financial forecasts, focusing on integrating risk

analysis and scenario modeling into financial planning. <https://www.amazon.com/Financial-Forecasting-Analysis-Modelling-Framework/dp/1118921801>

10. FP&A Mastery 2025 by Hayden Van Der Post - Particularly valuable for SaaS CFOs and finance teams looking to enhance their FP&A capabilities and improve business performance. <https://www.amazon.com/FP-Mastery-2025-Blueprint-Transformation/dp/B0C5GXSJ7N>
11. FP&A 2025 Blueprint by Alice Van Der Post - A comprehensive roadmap to mastering FP&A in a data-driven business environment, exploring how emerging technologies can enhance FP&A processes. <https://www.amazon.com/FP-2025-Blueprint-Hayden-Post/dp/B0C5GXSJ7N>
12. Financial Analysis, Planning, and Forecasting by Cheng Few Lee, Alice C. Lee, and John C. Lee - An introduction to FP&A and corporate planning for newly-appointed CFOs and finance professionals. <https://www.amazon.com/Financial-Analysis-Planning-Forecasting-Applications/dp/9811202648>

### **Top Blogs and Online Resources**

1. The Venture CFO Blog - Written by Dave Olsen, who has served as CFO for many companies ranging from startups to established businesses. <https://www.theventurecfo.com/blog>
2. The insightsoftware Blog - Features CFO-backed posts on various finance topics. <https://insightsoftware.com/blog>
3. Generation CFO - Focuses on digital finance transformation with articles featuring interviews from executives of large technology companies. <https://generationcfo.com>
4. CFO.com - A CFO-centric news feed packed with relevant news, webinars, and whitepapers. <https://www.cfo.com>
5. CFO Dive - Offers curated daily and weekly newsletter options on financial reporting, technology, treasury, compliance, risk management, and more. <https://www.cfodive.com>
6. Accounting Today - Leading provider of business news and insights for the accounting community. <https://www.accountingtoday.com>
7. CFO Secrets - A Saturday newsletter ghostwritten by a "secret" CFO currently heading a billion-dollar company. <https://cfosecrets.substack.com>
8. Forbes Finance - Regularly covers CFO and leadership tips and tricks. <https://www.forbes.com/finance>
9. The Financial Advisor - Covers every aspect of the CFO role from IPO readiness to implementing a tech stack. <https://www.fa-mag.com>
10. Mosaic Blog - Provides resources for CFOs to implement ideas and strategies for financial planning and analysis. <https://www.mosaic.tech/blog>
11. Accountancy Cloud Blog - Features articles like "10 Must-Have CFO Services for Every Startup" covering essential CFO services including strategic planning, cash flow management, and financial reporting. <https://www.accountancycloud.com/blog>
12. Scaleup Finance Blog - Offers articles like "Startup CFO: When and Why to Hire One" on the essential role of a CFO in a startup environment. <https://scaleupfinance.com/blog>
13. Russell Rosario's Blog - Features "The Path to Becoming a Successful Startup CFO" guide on key responsibilities, qualifications, and tips for success in financial efficiency and profitability. <https://www.russellrosario.com/blog>
14. Milestone's Finance Blog - Includes "What Does The CFO Do In A Startup?" breakdown of the CFO's role in shaping a company's financial landscape. <https://milestonehq.com/blog>

15. TechNext Blog - Features "Startup CFO Responsibilities, Challenges, and Hiring Guide" analysis of why startups with CFOs show significantly higher turnover than those without. <https://technext.ng/category/finance>
16. Valuefinex Blog - Offers "Startup CFO: When and Why to Hire One" guide on navigating finances in a growing startup. <https://valuefinex.com/blog>
17. Finance Alliance Blog - Includes "How a startup CFO can lead a new company to success" exploration of the CFO's role in preparing for fundraising. <https://financealliance.org/blog>
18. TSCFO Blog - Features "The fundamental role of the CFO in startups" article on the CFO's crucial role in strategic financial planning. <https://tscfo.com/blog>

### **Top Podcasts for CFOs**

1. Strength in the Numbers Podcast - Features interviews with senior finance leaders from companies like McDonald's, Oracle, and Johnson & Johnson. <https://sitnshow.com>
2. Motley Fool Money - A finance-focused podcast covering market trends and investment strategies. <https://www.fool.com/podcasts/motley-fool-money>
3. BBC's Business Daily - Covers international business news and trends. <https://www.bbc.co.uk/programmes/p002vsxs>
4. McKinsey's – Inside the Strategy Room - Strategic insights from one of the world's leading consulting firms. <https://www.mckinsey.com/featured-insights/mckinsey-on-talk/inside-the-strategy-room>
5. Harvard Business Review IdeaCast - Features thought leaders discussing management and business topics. <https://hbr.org/2018/01/podcast-ideacast>
6. CFO Talks | Idea Sharing for CFOs - Shares conversations between CFOs with compelling discussions on finance topics. <https://cfotalks.com>
7. Entrepreneurs on Fire - Features discussions with experts on running successful financial businesses. <https://www.eofire.com>
8. The CFO Podcast - Interviews with finance leaders sharing insights on strategic financial management. <https://cfopodcast.com>
9. CFO Thought Leader - Featuring interviews with finance chiefs sharing their journey and leadership insights. <https://cfothoughtleader.com>
10. The Modern CFO - Discussions on how finance leaders are transforming their organizations. <https://themoderncfo.fm>

### **Webinars and Other Resources**

1. Trusted CFO Solutions Financial Services Forum - Online events where CFOs network and share experiences, featuring keynote speakers on relevant topics. <https://trustedcfo.com/events>
2. Harvard Business Review Finance and Economy Newsletter - Monthly newsletter covering insights for financial leaders and analysis of the global economy. <https://hbr.org/email-newsletters>
3. MIT Sloan Management Review Newsletters - Research and strategy-focused newsletters for finance executives. <https://sloanreview.mit.edu/subscribe-newsletter>
4. The Wall Street Journal CFO Journal - Daily updates on news and trends for finance chiefs. <https://www.wsj.com/news/cfo-journal>

5. Deloitte CFO Insights - Practical knowledge and research for finance executives.  
<https://www2.deloitte.com/us/en/pages/finance/topics/cfo-insights.html>
6. PwC CFO Direct - Resources and insights for finance leaders.  
<https://www.pwc.com/us/en/services/consulting/financial-effectiveness/cfo-direct.html>
7. KPMG CFO Insights - Thought leadership for financial executives.  
<https://kpmg.com/xx/en/home/insights/cfo.html>
8. EY Finance Navigator - Tools and insights for finance leaders.  
[https://www.ey.com/en\\_gl/finance-navigator](https://www.ey.com/en_gl/finance-navigator)
9. Gartner for Finance Leaders - Research and advisory for CFOs and finance teams.  
<https://www.gartner.com/en/finance>
10. CFO Leadership Council - Professional community offering events and resources.  
<https://cfoleadershipcouncil.com>

### **Industry-Specific CFO Resources**

1. SaaS CFO Association - Resources specifically for CFOs in software-as-a-service companies.  
<https://saascfo.com>
2. Startup Finance Podcast - Focused on financial challenges unique to startups.  
<https://startupfinance.com/podcast>
3. Techstars Finance Resources - Financial guidance for early-stage technology companies.  
<https://www.techstars.com/entrepreneurs/finance-resources>
4. Y Combinator Startup Library: Finance - Collection of finance resources for startups.  
<https://www.ycombinator.com/library/finance>
5. First Round Review: Finance - Articles on startup finance from First Round Capital.  
<https://review.firstround.com/finance>
6. Andreessen Horowitz Finance Resources - Finance insights from a leading venture capital firm.  
<https://a16z.com/category/finance>
7. Sequoia Capital CFO Resources - Financial guidance from Sequoia for portfolio companies.  
<https://www.sequoiacap.com/build/category/finance>
8. 500 Startups Finance Blog - Financial advice for early-stage companies.  
<https://500.co/blog/category/finance>
9. Biotech CFO Forum - Resources for finance leaders in biotechnology. <https://biotechcfo.org>
10. Healthcare Financial Management Association - Resources for healthcare finance executives.  
<https://www.hfma.org>

### **Academic and Professional Journals**

1. Journal of Accounting Research - Academic research on accounting and finance.  
<https://onlinelibrary.wiley.com/journal/1475679x>
2. The Accounting Review - Research on accounting and auditing.  
<https://aaahq.org/research/journals/the-accounting-review>
3. Journal of Finance - Leading research in financial economics.  
<https://onlinelibrary.wiley.com/journal/15406261>
4. Financial Analysts Journal - Research for investment management professionals.  
<https://www.cfainstitute.org/en/research/financial-analysts-journal>
5. Strategic Finance - IMA's monthly magazine for finance professionals. <https://sfmagazine.com>

6. Journal of Financial Economics - Research on financial economics.  
<https://www.sciencedirect.com/journal/journal-of-financial-economics>
7. Review of Financial Studies - Research on financial economics. <https://academic.oup.com/rfs>
8. Journal of Accounting and Economics - Research on accounting and economics.  
<https://www.sciencedirect.com/journal/journal-of-accounting-and-economics>
9. Contemporary Accounting Research - Research on accounting.  
<https://onlinelibrary.wiley.com/journal/19113846>
10. Journal of Business Finance & Accounting - Research on finance and accounting.  
<https://onlinelibrary.wiley.com/journal/14685957>

### **Online Courses and Educational Resources**

1. CFO Leadership Program - Harvard Business School - Executive education for finance leaders.  
<https://www.exed.hbs.edu/cfo-leadership-program>
2. Financial Analysis for Startups - Coursera - Online course on financial analysis for startups.  
<https://www.coursera.org/learn/financial-analysis-startups>
3. Strategic CFO - Wharton Executive Education - Program for finance executives.  
<https://executiveeducation.wharton.upenn.edu/for-individuals/all-programs/strategic-cfo>
4. CFO Program - Stanford Graduate School of Business - Executive education for finance leaders.  
<https://www.gsb.stanford.edu/exec-ed/programs/cfo-program>
5. Financial Modeling for Startups - Udemy - Course on financial modeling for startups.  
<https://www.udemy.com/course/financial-modeling-for-startups>
6. CFO Masterclass - LinkedIn Learning - Online course for finance executives.  
<https://www.linkedin.com/learning/cfo-masterclass>
7. Financial Strategy for Startups - edX - Course on financial strategy specifically for startups.  
<https://www.edx.org/learn/finance/financial-strategy-startups>
8. CFO Leadership Council Online Learning - Educational resources from the CFO Leadership Council. <https://cfoleadershipcouncil.com/online-learning>
9. Strategic Financial Management - INSEAD - Executive education program for finance leaders.  
<https://www.insead.edu/executive-education/finance/strategic-financial-management>
10. Financial Leadership Program - London Business School - Program for aspiring and current finance leaders. <https://www.london.edu/executive-education/finance-courses/financial-leadership-programme>

### **Professional Organizations and Communities**

1. CFO Leadership Network - Professional network for finance leaders.  
<https://www.cfonetwork.org>
2. Financial Executives International (FEI) - Professional association for senior-level financial executives. <https://www.financialexecutives.org>
3. American Institute of CPAs (AICPA) - Professional organization for CPAs with resources for finance leaders. <https://www.aicpa.org>
4. Institute of Management Accountants (IMA) - Professional association for accountants and financial professionals. <https://www.imanet.org>
5. Association for Financial Professionals (AFP) - Professional society for finance executives.  
<https://www.afponline.org>

6. The CFO Alliance - Peer network for senior financial leaders. <https://thecfoalliance.org>
7. Strategic Finance Network - Community for finance professionals focused on strategic finance. <https://strategicfinancenetwork.com>
8. Startup CFO Network - Community specifically for CFOs at startups. <https://startupcfonetwork.com>
9. Finance Leaders Fellowship - Aspen Institute - Fellowship program for finance leaders. <https://www.aspeninstitute.org/programs/finance-leaders-fellowship>
10. CFO Connect - Global community for finance leaders. <https://www.cfoconnect.com>

### Research and Data Resources

1. PitchBook - Financial data and analytics on private and public markets. <https://pitchbook.com>
2. CB Insights - Market intelligence platform with insights on venture capital and startups. <https://www.cbinsights.com>
3. Crunchbase - Platform for finding business information about private and public companies. <https://www.crunchbase.com>
4. S&P Capital IQ - Financial information and analytics. <https://www.spglobal.com/marketintelligence/en/solutions/sp-capital-iq-pro>
5. Bloomberg Terminal - Financial data and analytics platform. <https://www.bloomberg.com/professional/solution/bloomberg-terminal>
6. Refinitiv Eikon - Financial analysis platform. <https://www.refinitiv.com/en/products/eikon-trading-software>
7. FactSet - Financial data and analytics. <https://www.factset.com>
8. Preqin - Data and insights on alternative assets. <https://www.preqin.com>
9. Mattermark - Data platform tracking growth metrics for private companies. <https://mattermark.com>
10. Carta - Equity management platform with benchmarking data. <https://carta.com>

### Key Topics Covered in These Publications

These publications collectively cover essential topics for [startup CFOs](#), including:

**Strategic Financial Planning:** Developing financial strategies that support company growth and long-term objectives, working closely with CEOs to implement overall business strategy.

**Cash Flow Management:** Ensuring startups have enough cash to operate, managing accounts payable and receivable, and maintaining liquidity.

**Financial Reporting and Analysis:** Creating accurate, timely financial reports that provide insights into financial health and performance, preparing financial statements and analyzing data to identify trends.

**Fundraising and Investor Relations:** Raising capital, pitching to investors, and managing relationships with venture capitalists.

**Risk Management and Compliance:** Identifying and mitigating financial risks, ensuring startups adhere to legal requirements and minimizing the risk of penalties.

Team Building and Leadership: Developing communication skills, inspiring teams, and fostering positive company culture as essential traits for successful startup CFOs.

These resources provide valuable insights for aspiring CFOs, startup founders looking to hire financial leadership, and current finance professionals seeking to enhance their strategic impact in startup environments.

***Startup CFO***