

# ELENA SOBOLEVA

FRACTIONAL CFO | EXITED TECH FOUNDER | STARTUP MENTOR & PUBLIC SPEAKER

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Dynamic and results-driven Fractional CFO with a proven track record as a tech founder, financial leader, and startup mentor. Exited co-founder and former CFO of Honorlock, a B2B SaaS edtech company providing tech solutions to protect academic integrity in online exams for universities and corporations worldwide. Adept in business development, fundraising, and financial operations, I helped scale the company from an idea to 150+ employees, \$XXM annual revenue, and \$40M raised from Pre-seed to Series B. Post-exit, I am passionate about mentoring startups and leveraging my global network to connect founders—particularly women—with funding, affordable tech talent in Central Asia, and growth opportunities in the U.S.

## Core Expertise:

- Deep fundraising expertise: Pre-seed to Series A rounds.
- Financial modeling: Building and scaling investor-grade models for early-stage B2B startups.
- SaaS business strategies: Mastering financial metrics, revenue models, pricing strategies, and sales compensation plans.
- Financial operations: Forecasting, cash flow management, and ensuring compliance.
- Startup mentorship: Guiding founders and connecting them to global talent and capital.
- Thought leadership: Public speaking and sharing insights on entrepreneurship.

## PROFESSIONAL EXPERIENCE

### Honorlock – Co-Founder, Operations & Finance | 2014 – 2023 (10 years)

As Co-Founder and CFO of Honorlock, I played a pivotal role in transforming a business plan competition idea into a market-leading AI-driven online proctoring solution. Backed by top-tier investors such as Owl Ventures, Defy.vc, and Arsenal Growth, the company is positioned for a major half-a-billion-dollar exit and has become a benchmark in the edtech industry, recognized for its innovative solutions and operational excellence.

#### Early Stage | 2014 - 2018 (5 years)

- Co-managed participation in business plan competitions and business accelerator programs, gaining early validation and support for the idea.
- Collaborated with business mentors, investors, and lawyers while securing the company's first clients.
- Organized and led financial, HR, and operational activities, laying the foundation for scalable growth.
- Oversaw tech support operations and established a satellite office in Kyrgyzstan to provide cost-effective, 24/7 technical support.
- Managed the company's exposure and branding at major edtech conferences, fostering connections and credibility within the industry.
- Partnered with investors and the team to execute the LLC-to-C-Corp transition, ensuring compliance with Qualified Small Business Stock (QSBS) requirements and optimizing equity and tax benefits for stakeholders.
- Built and implemented robust financial systems encompassing accounting, treasury, HR, and legal functions in a scalable SaaS environment.

#### Rapid Growth Stage | 2019 - 2023 (5 years)

- Directed monthly close processes, multi-state employer and sales tax filings, and financial reporting to ensure accuracy and compliance.
- Managed AR and AP processes, enterprise-wide budgeting, forecasting, and cash flow optimization to support aggressive growth objectives.
- Prepared investor-grade financial reports and presented them to the board, ensuring transparency and

alignment with stakeholders.

- Designed multi-year subscription pricing strategies and sales compensation models in collaboration with top-tier finance and sales teams.
- Developed and introduced health insurance plans, 401(k) options, and other employee benefits to attract and retain top talent during expansion.
- Partnered with operations and engineering teams to achieve SOC2 compliance, enhancing the company's credibility with enterprise clients.
- Led the implementation of scalable tools, including Intuit, Paycom, Carta, Expensify, Concur, and Salesforce CRM, improving operational efficiency and cross-departmental workflows.
- Recruited, trained, and mentored a high-performing finance team, including a top-tier Finance Director, to scale operations effectively during rapid growth.

## CONSULTING & ENGAGEMENTS

### **Community Leader, Startups.com** | Online Startup Accelerator, USA

Supporting early-stage founders with strategic financial advice, resources, and connections to help scale their startups successfully.

### **Business Advisor, Accelerate Prosperity** | Startup Accelerator, Kyrgyzstan

Mentoring and guiding startups in emerging markets to develop sustainable business models, attract funding, and navigate growth challenges.

### **Business Advisor, DOMiNO VC** | Venture Capital Fund, Netherlands

Providing strategic insights and evaluation for early-stage startups from Turkey and Central Asia, helping founders refine pitches and business strategies.

### **Trainee, VC Lab** | USA

Acquiring expertise in venture capital through a structured program focused on building, managing, and scaling venture funds to support emerging businesses.

### **Member, Chief** | Women's Professional Network Organization, USA

Collaborating with an elite network of women leaders to drive innovation, foster business growth, and expand leadership influence.

### **Contributor, Limon.kg** | Media Platform, Kyrgyzstan

Writing thought leadership articles promoting entrepreneurship, innovation, and the importance of women in business across Central Asia.

### **TEDx Speaker, "Empowering Women: Bridging Cultures for Business Success"** | Uzbekistan

Delivered a TEDx talk on the transformative role of female entrepreneurs in bridging cultural divides and fostering economic growth in emerging markets.

## EDUCATION & CERTIFICATIONS

### **Master of Business Administration (MBA)** | Florida Atlantic University, Miami, Florida, USA (2013 – 2016)

### **Bachelor of Business Administration (BBA)** | American University of Central Asia, Bishkek, Kyrgyzstan (2007 – 2011)

### **Front-End Engineer Professional Certification** | Codecademy Online Coding Bootcamp, USA (2024 – 2025)