

Greg Zatulovsky, CPA, CMA



NON-PROFIT FINANCE, OPERATIONS & TECHNOLOGY EXECUTIVE

Phoenix, AZ · 647-598-0977 · greg@purposeforwardtech.org

Leadership profile

CPA with more than 15 years as the senior finance, operations, technology, and people leader inside resource-constrained non-profits. Led the corporate-services portfolio for a \$36-million, 300-plus-person, 13-site organization; has since served 25-30 non-profits and manages more than \$15 million in ongoing client budgets. Builds back-office functions as trusted service partners and makes complex financial and technical work understandable to boards, leaders, and staff. His standing as a sector translator is reflected in CPA Ontario's 2021 Emerging Leader Award and his role hosting its 2025 Not-for-Profit Conference, where more than 300 participants rated the day 9.1/10 overall.

Core expertise

Finance & governance: Fund accounting, restricted funding, budgeting, forecasting, reporting, grants, audit, treasury, controls, risk, and board support.

Corporate services: Payroll, benefits, HR administration, procurement, facilities, insurance, privacy, legal coordination, donor systems, and IT oversight.

Modernization & adoption: Systems integration, automation, business intelligence, responsible AI, process redesign, training, facilitation, and public speaking.

Professional experience

Founder & Chief Executive Officer

2021-Present

Purpose Forward & PF TECH

- Built both a non-profit and private corporation from the ground up across strategy, governance, finance, marketing, business development, technology, people, operations, and service design; together they have served 25-30 non-profits across Canada, the US, and Latin America.
- Across **more than \$15 million in client budgets**, leads fund accounting, budgeting, payroll and benefits, funder reporting, controls, board reporting, systems, and process improvement.
- Deployed an authenticated Naylor-to-Stripe-to-QuickBooks Online workflow that processes **more than 5,000 transactions and \$2 million annually**; de-identified sales receipts, fee recording, and bank-deposit reconciliation save 8-10 hours monthly in quieter periods and three to five days monthly at peak.

Director, Finance & Corporate Services

2018-2021

Canadian Mental Health Association, Toronto Branch

Senior leadership-team member and most senior corporate-services executive at one of Canada's largest community mental-health providers: 13 sites, 300-plus staff, and a \$35-million-plus annual budget.

- Three managers, 18 permanent staff, and relief coordinators reported through Greg across finance, IT, HR, payroll, benefits, procurement, facilities, risk, privacy, compliance, and administration; he reported to the Executive Director and Finance Committee.
- **Annual revenue grew from approximately \$23 million to \$36 million while budget variance fell from 5-6% to below 2%**; Greg sponsored funding proposals and managed awarded-contract lifecycles.
- A multi-year systems modernization improved staff reporting of effective tools and resources by 14% year over year. During COVID-19, the same operating foundation supported a remote-work transition without interrupting client access.

Greg Zatulovsky, CPA, CMA

PROFESSIONAL EXPERIENCE, EDUCATION & GOVERNANCE

Professional experience continued

Finance Manager

2013–2017

SickKids Centre for Community Mental Health · formerly Hincks-Dellcrest Centre

Ontario's largest community children's mental-health service provider during this tenure: more than 200 staff and a \$20-million-plus annual budget across three related entities.

- A redesign combined automation, digitization, role realignment, metrics, training, and documentation. **Finance staffing costs fell 40%, and month-end close improved by five business days;** controls were maintained, and service levels improved.
- Following the merger with The Hospital for Sick Children, Greg led financial integration across chart of accounts, payroll, systems, data migration, controls, reporting, budgeting, partial team transition, and policy harmonization.

Managing Director · Part-Time Advisory Practice

2012–2018

Strategic Accounting Professional Corporation

Founded a technology, training, and process-redesign practice; delivered **more than \$250,000 in annualized savings** for a provincial charity and helped a start-up increase monthly revenue from \$20,000 to \$70,000.

Corporate Auditor

2012–2013

Labatt Breweries of Canada

One of two internal auditors covering six plants and more than 50 distribution centres; closed more than 50 audit issues and identified **\$1.4 million in savings opportunities** across corporate functions.

Senior Financial & Production Analyst · SAP Site Lead

2009–2011

Kraft Foods Inc.

Led an AS/400-to-SAP migration in a 600-plus-person operation; analytics reduced raw-material variance by 20% and labour variance by 14%, while Lean Six Sigma work delivered **\$1.2 million in savings**.

Education & certifications

CPA, CMA (2011) · Honours BCom, York University (2009)

Additional credentials: Strategic Leadership Program, CMA Ontario (2011) · Not-for-Profit and Charity Finance Leadership Certificate, CPA Ontario (2018) · Robotic Process Automation Certificate, AICPA (2021)

Board & sector governance

Board Treasurer · Amnesty International Canada · 2022–2024

Chaired the Finance and Audit Committee for a national human-rights charity operating at approximately \$15 million annually; oversaw budgets and audit, reported to the board and members, and recruited and mentored an incoming finance leader.

Board Co-Chair & Treasurer · Canadian Centre for Housing Rights · 2019–2021

Co-chaired the board and Finance Committee for a \$0.4–\$0.7 million housing-rights charity; led Executive Director recruitment, rebranding, and national-expansion planning before its later growth to approximately \$3 million.

Sector leadership

Member · Federal Nonprofit Data Coalition, Imagine Canada · 2022–Present

Advocates for better-quality, more consistent federal data on Canadian non-profits and charities.