

**Steve Ma**  
Partner



## Select Executive Experience

**The MPH Group (2020-2023)**  
SVP, Finance

**Nest, vc (Hong Kong/Asia) (2017-2020)**  
Group CFO

**Pacific Online Limited (Hong Kong) (2012-2017)**  
Chief Financial Officer

**Visa, Inc. (2010-2012)**  
Finance and Strategy Director

**Silicon Valley Bank (2007-2010)**  
Associate Director, Corporate Development

**HSBC (2000-2007)**  
Financial Strategy Manager

## Core Competencies

Financial Analysis	Credit Cards
Budgeting	Online Payment
Forecasting	Relationship Development
Strategic Planning	International Development
Risk Management	FP&A
Financial Modeling	Investing
Data Analysis	E-commerce
Project Management	Renewables
Corporate Finance	Annual Budgets
Investment Analysis	Tax compliance
Financial Reporting	Growth Strategy
Financial Planning	Cash Management
Accounting	Treasury
Venture Capital	Financial Controls
Private Equity	Investment Banking
M&A	Revenue Recognition
IPO	Succession Planning
Debts	Hospitality
Start-up	Business Initiatives
Leadership	Business Development
Communication	Proposal Development
Decision-making	Performance Analysis
Problem-solving	OTAs
Team management	Vacation Rental
Pricing Strategy	Travel Industry
Predictions	Hotel Management

## Executive Profile

Steve Ma is a Partner on the Southeast team of SeatonHill. He is an international Finance professional with 15 years of experience in the US and Asian markets. He is proficient in leading initiatives in financial planning and analysis, strategy formulation, budgeting and forecasting, corporate development, and M&A. Steve has experience in team building and collaboration and is an effective motivator and communicator to all stakeholders. He has extensive expertise in Venture Capital and Private Equity and has been rated twice as one of Forbes China's Top 100 Publicly Traded Small Businesses.

## Education & Certifications

**Master of Business Administration**  
Kellogg Graduate School of Management

Transaction Management  
Continuous Improvement  
Valuation  
Discounted Cash Flow  
Hong Kong  
Asia  
APAC  
China  
Blockchain  
Payment Industry



**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.**

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Partner



## Key Experience

**MPH Group:** As Senior Vice President, Steve led the company from 0 to 3% market share in the first 12 months of formation by developing strategies and financial plans and identifying ways to capture growth opportunities. At the early growth stage of the company, Steve helped to secure funding from seed investors and lenders and maintained timely and accurate reporting to stakeholders. During the pandemic period, Steve supervised and maintained the financial discipline of the company. He led critical cost restructuring and market adaptation to extend burn rates and was instrumental in minimizing the adversary impact. Under his direction, his team achieved a 35% increase in financial performance by creating a budgeting and forecasting infrastructure. Most notably, he provided expertise on direct-to-consumer business practices, resulting in a 140% post-pandemic increase in revenue.

**Venture Capital and Private Equity Principals (Asia):** As Group Chief Financial Officer, Steve directed accounting, budgeting, FP&A, and treasury of Asia's leading VC and corporate accelerator programs. He managed regular communication with LPs on investment results. As a member of the investment committee, Steve evaluated new investment, M&A, and exit opportunities. He also directed a team to track and analyze portfolio companies' performance. On the operating side, Steve supervised control functions by partnering with the commercial team, resulting in significant project cost savings.

**Public Traded Internet Advertising Services Company, Hong Kong/China:** As CFO, Steve led overall finance and accounting management functions. He successfully revamped the financial performance of the company by noticeably increasing share price performance and Return on Equity. As a result, his company was named twice as Forbes China's Top 100 Publicly Traded Small Businesses. Steve also directed various corporate development and investor relationships, capital markets, and M&A projects. He engaged in active communications with analysts and fund managers to improve financial transparency. He also supervised a strategic partnership in the formation of a \$20M Corporate Venture Capital fund.

**Publicly Traded Digital Payment Company, Business Debit Card Division:** As Manager of Strategies and Analytics, Steve achieved a 17% increase in product profitability by developing efficient financial forecasting models and strategies. He performed accurate budgeting and reporting, resulting in a 22% increase in financial performance. Steve also achieved an 8% increase in product revenue by implementing best business analytics and optimization practices.

**Publicly Traded Finance Company:** As the Associate Director of Corporate Development, Steve developed strategies and evaluated various corporate development and M&A projects. He led budgeting and forecasting processes which resulted in a 20% reduction in the production cycle. He provided expertise on direct-to-consumer practices to increase 8% in segment revenue. Steve also evaluated and executed a \$175M investment in a European venture debt fund and drove market entry analysis of four key global markets: UK, Israel, India, and China.

**Publicly Traded Financial Services Company:** As Financial Strategy Manager, Steve achieved a 17% increase in profitability by building accurate financial forecasting and business evaluation models. He developed digital marketing strategies to increase customer acquisition by 250%. In this role, Steve constructed budgeting and forecasting models to increase product financial runway. He was also responsible for the development of a comprehensive financial report package and communicated the results to the executive team.

**SEATONHILL™**

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