

Speaker Handout

*IT Financial Management Association (ITFMA) Conference
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Session Title

Maintaining Strategic Ownership in Mission-Driven ITFM: Growth, Governance & Innovation

Speaker

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Industry Experience

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Session Abstract

This session explores the intersection of finance, governance, and technology innovation, offering ITFM leaders tools to maintain ownership and mission control in an era of cloud costs, investor influence, and increasing demand for social accountability. Drawing from real-world leadership cases, venture finance frameworks, and cutting-edge AI research, this session highlights how IT finance leaders, especially in purpose-driven organizations, can structure investment deals, manage tech assets, and maintain internal autonomy while scaling.

Key Takeaways

- Founder-friendly capital structures and governance frameworks.
- FinOps tools for scalable cloud and AI budgeting.
- How to align external funding with internal ITFM strategy.
- Case study: Managing AI model development for trauma recovery under strict financial governance.
- Soft skills for negotiating with external stakeholders and investors.

Topics Covered

- Technology Business Management (TBM): Transparency in spending supports strong investor relations and prevents mission dilution.
- FinOps / Cloud Financial Management: AI-driven cost models for scalable infrastructure and budget control.
- IT Strategic Planning: Long-term alignment between capital inflow, IT lifecycle, and service value.
- Soft Skills for ITFM: How to negotiate ownership, influence governance, and manage stakeholder expectations.
- Practitioner Experience: Case study from developing a trauma-recovery AI model in a mission-led tech venture.

Session Outline (45 minutes)

Segment	Duration	Highlights
Opening & Context	5 min	Why ownership matters in ITFM
Strategic Capital Structures	10 min	Protective deal terms and investor alignment
FinOps & Financial Strategy	10 min	Cost transparency and cloud budget frameworks
Governance in Innovation	8 min	Stakeholder management and reporting structures
Case Study & AI Demo	7 min	LLM model for trauma recovery as a governance case
Q&A / Discussion	5 min	Audience takeaways and live discussion

Contact & Follow-Up

Questions, collaboration ideas, or resource requests are welcome! Please email jph292@cornell.edu.