Squarespace

Finance Manager

New York City

8+ years

Researched Nov 9, 2026

6 sources

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The role in 30 seconds

- **Primary finance partner** to Squarespace's R&D teams, building the way the company tracks, forecasts and judges its AI spend.
- The posting says the role "will be instrumental in building the financial infrastructure to track AI costs, evaluate ROI, and translate complex technology spend into strategic insights for senior leadership."
- On Nov 2, 2026, Squarespace said it is cutting **about 19%** of its staff, mostly in product and engineering, the teams this role supports.
- The posting puts heavy weight on financial modeling and Excel, so a **forecasting or AI-cost case** is likely, alongside conversations with R&D and finance partners.

Cheat sheet

Squarespace
Finance Manager

Glance at this just before the call

Squarespace, in one line	It helps entrepreneurs and small businesses build and host their own websites, and it has added AI tools such as Blueprint.
Its moment	Owned by Permira since October 2024, it is cutting about 19% of staff, mostly in product and engineering, while AI site builders reshape its market.
This role	Finance Manager in FP&A and the main finance partner to R&D. You would own close, forecast and planning, and build AI cost tracking and ROI scorecards.
What they will test	Whether you can set up AI cost tracking from a blank page, forecast how it scales with usage, and tell engineering leaders where to move money, on your own.
Have these answers ready	1. How you would break AI costs into categories and track them end to end 2. How you would forecast AI running costs as product usage grows 3. What an ROI scorecard for an AI feature contains, and when it says reallocate 4. A time you told a technical leader their budget had to change 5. How you would rebuild the R&D forecast after a restructuring
✓ **Do**	Lead with driver-based thinking: usage times unit cost, with scenarios. Show you can explain a cost trend to an engineering leader in two minutes.
× **Don't**	Don't speculate about the layoffs or suggest they fund this role. Keep your examples tied to usage-based technology costs, the heart of this job.

01

The company, explained plainly

A website-builder company owned by private equity since 2024, now betting on AI while it cuts staff.

What it does

Helps customers build and host their own websites

Squarespace is a web company that helps customers build and host their own websites.

History

Founded in 2004, public in 2021 at $10 billion

TechCrunch reports that Squarespace was founded in 2004 and went public in 2021 at a **$10 billion** valuation.

Ownership

Taken private by Permira for about $7.2 billion

Private equity firm **Permira** took Squarespace private in a deal valued at **about $7.2 billion** that closed in October 2024.

Size

About 1,800 employees, Investing.com reports

In its report on the November 2026 cuts, Investing.com said Squarespace has **about 1,800 employees**.

The moment

Cutting about 19% of staff, around 300 people

Squarespace is restructuring and reducing its global workforce by **about 19%**, around 300 employees. It says the cuts fall **mostly on product and engineering**, and that the aim is to simplify how it operates, sharpen priorities and move faster.

AI and the cuts	**Says the cuts aren't linked to AI infrastructure spending** Squarespace said it would not characterize the restructuring as linked to plans to increase investment in AI infrastructure.
AI products	**Blueprint launched, Forma announced** Squarespace launched an AI website-building tool called **Blueprint** in 2024. It has also announced **Forma**, an upcoming AI-native platform that users can join a waitlist for.
Rivals	**Vibe-coding builders, Wix, Lovable and Google** TechCrunch says **vibe-coding website builders**, which turn simple text requests into working designs, have largely upended the industry. Wix bought Base44 for $80 million, Lovable raised a $400 million Series C at a $13.3 billion valuation, and Google launched Stitch for quick interface designs.
Criticism	**TechCrunch: it struggled to excite public markets** TechCrunch says that after going public, the company struggled to generate enthusiastic public-market interest before it was taken private.

02

The role, decoded

Squarespace is scaling its AI investment and needs a finance partner who can track what AI costs, judge what it returns and explain both to leadership.

AI spend is growing	The posting says Squarespace is scaling its investment in artificial intelligence and wants the financial infrastructure to track AI costs and evaluate ROI.
New AI products add cost	With Blueprint live and Forma on the way, inference costs (the cost of running an AI model each time it answers a request) are likely to rise with usage.
R&D has just restructured	The cuts fall mostly on product and engineering, the teams this role partners with, so R&D budgets and forecasts are likely being reset.
A private equity owner	Permira has owned Squarespace since October 2024, which likely puts spend discipline and ROI scorecards high on the list.

What the posting's words reveal

"this role will be instrumental in building the financial infrastructure to track AI costs, evaluate ROI, and translate complex technology spend into strategic insights for senior leadership"

You will likely set up AI cost tracking from the ground up, including the categories, data feeds and definitions, and explain it plainly to leadership.

“Develop ROI methodologies and scorecards for AI initiatives, helping leadership evaluate where investments are generating value and where to reallocate”

Your scorecards can move money between teams, so expect pushback from R&D leaders and be ready to defend your method.

“Monitor AI spend efficiency metrics such as cost-per-output and cost as a percentage of revenue”

You define the unit economics of AI, such as the cost per generated site, and track them against revenue each month.

“ensure infrastructure investment scales responsibly with the business”

Cloud and GPU spend is likely a closely watched line. You will work with FinOps (the team that manages cloud costs alongside engineering) on cost allocation and commitment-based savings, as well as report actuals.

“This is a high-impact, high-autonomy role”

You present to executives on your own, and the team is likely small.

03

How the rounds will run

Built from the posting, a candidate report and Glassdoor’s data across Squarespace roles.

Reported: someone who interviewed there said so. **Likely:** our best judgment from the

posting and similar roles.

Recruiter screen	**Reported** A short call about your background and what you're looking for. A Senior Financial Analyst candidate reported a brief 30-minute call with a hiring recruiter.
Hiring manager	**Likely** A conversation with the FP&A Director, the manager named in the posting. Expect questions on your R&D partnering experience and your first take on AI cost tracking.
Modeling case	**Likely** The posting puts heavy weight on financial modeling, ROI scorecards and AI cost scaling, so a forecasting or AI-cost case, possibly presented, is likely.
Partner loop	**Likely** A final set of interviews with the partners the posting names is likely, each testing how you would work with them on budgets and AI costs.
Who you may meet	**Likely** The FP&A Director, corporate finance leadership, engineering and product leaders in R&D, a Data Science partner and a FinOps lead.
Timeline	**Reported** Glassdoor's average across all Squarespace roles is **26 days** from first contact to the end of the process.

Forecast and judge Squarespace's AI spend

The scenario

The CFO's office wants to know how much AI spend will grow over the next 12 months, as inference and API costs rise with each AI

launch and R&D leaders argue the spend is worth it. You have monthly actuals for cloud, API usage, AI tooling and AI headcount, plus Product's usage forecasts.

They may ask

- How would you break down and track AI costs end to end?
- How would you build a forecast of how AI costs scale with product usage?
- What would an ROI scorecard for an AI feature contain?
- Which efficiency metrics would you report, and what would you do if cost-per-output rose 30% in a month?
- How would you tell an engineering VP that their budget should be cut?

How to answer

1. **Name the decision**
   Ask what decision the forecast feeds and who will read it: the CFO's office, R&D leaders, or both.

2. **Set the cost buckets**
   Use model API and inference, GPU and cloud compute, AI tooling and licenses, and AI headcount and contractors. Agree on tagging and owners with FinOps and Engineering.

3. **Drive it from usage**
   Multiply usage drivers, such as requests or generated sites, by unit cost. Add scenarios for usage growth, vendor price changes and build versus buy.

4 **Watch the unit metrics**
Report cost-per-output and AI cost as a percentage of revenue, with a monthly variance and anomaly review.

5 **Score the return**
Set each initiative's cost against revenue, conversion, retention or productivity gains, with clear thresholds for moving money.

6 **End on one call**
Give one recommendation and its risks in plain words. Then tie the work into the monthly close and forecast so it keeps running.

04

12 likely questions

Built around the AI cost remit, the R&D partnership and the November restructuring.

Q01
AI cost framework

Blueprint is live and Forma is on the way. How would you set up tracking for AI costs end to end?

What it's checking Whether you can define clean cost categories and owners from a blank page.

Q02
Forecasting Forma

How would you forecast inference and API costs for Forma before it has any usage history?

What it's checking Driver-based forecasting from thin data, with sensible scenarios.

Q03
Cost-per-output spike

Cost-per-output jumped 30% last month. Walk me through what you'd do.

What it's checking Variance analysis that separates usage, price and mix, then leads to action.

Q04
AI ROI scorecard

What would an ROI scorecard for an AI feature like Blueprint contain?

What it's checking Whether you can tie AI spend to revenue, retention or productivity, with clear thresholds.

Q05
Pushback from a VP

An engineering VP disagrees with your scorecard and doesn't want their budget moved. How do you handle it?

What it's checking Influence without authority, and defending a method calmly.

Q06
Planning after the cuts

We've just restructured, with most cuts in product and engineering. How would you rebuild the R&D forecast?

What it's checking Steady judgment on headcount, severance timing and run-rate after a reset.

Q07
AI vs software spend

How do AI costs behave differently from traditional software spend?

What it's checking The fluency the posting asks for: variable, usage-based costs set against fixed licenses.

Q08
Working with FinOps

How would you work with FinOps on compute, storage and data transfer across cloud providers and our data centers?

What it's checking Whether you know the drivers of cloud spend and the trade-offs of committing capacity.

Q09
Explaining to executives

How would you explain to our executives, in a few minutes and without finance jargon, why AI spend grew faster than revenue last quarter?

What it's checking Clarity and composure in front of senior people, without a manager carrying the story.

Q10
Next dollar of AI spend

With AI site builders reshaping our market, how would you help leadership decide where the next dollar of AI spend goes?

What it's checking Strategic thinking across a portfolio, linked to the competitive moment.

Q11
Owning the full cycle

Describe a time you owned close, forecast and annual planning for a technical organization with little oversight.

What it's checking The autonomy and end-to-end ownership the role demands.

Q12
First process fix

After the restructuring, which R&D reporting process would you fix first so leaders trust the AI spend numbers?

What it's checking Whether you would raise the quality of business metrics with a practical plan.

05

What they'll look for

Experience they will look for

- 8+ years in FP&A, ideally as the finance partner to engineering, product or another technical organization.

- Building a cost-tracking or allocation framework from scratch, with tagging and ownership agreed with technical teams.
- Driver-based forecasting of usage-based costs, such as cloud, API or vendor spend.
- ROI or investment cases that led leaders to move money between projects.
- Presenting results on your own to executives and corporate finance, using Excel and a system such as Workday or NetSuite behind the numbers.

Stories worth preparing

- A forecast you built from usage drivers, and how close it came to actuals.
- A time your analysis cut or moved a technical team's budget, and how you handled the pushback.
- A process you fixed that made reporting faster or the numbers more trusted.
- A planning cycle you ran through a reorganization or cost reset.

Terms you should be comfortable with

Inference cost	What it costs to run an AI model each time it answers, such as the compute behind one generated website draft.
Cost-per-output	AI cost divided by units of product value, for example the AI cost per site built.
FinOps	Finance and engineering managing cloud costs together, for example tagging cloud resources by team so spend traces to owners.

Committed versus on-demand capacity	Committing to compute in advance lowers the rate but fixes the cost, for example a one-year GPU commitment against pay as you go.
Driver-based forecast	A forecast built from what causes the cost, for example API cost equals expected requests times price per request.
Cost as a percentage of revenue	A spend line divided by revenue, for example AI inference spend as a share of subscription revenue each month.
Showback and chargeback	Showing (showback) or billing (chargeback) shared costs to the teams that drive them, for example each product team's share of AI spend.
Capitalized software	Development costs put on the balance sheet and spread over time, for example engineers' time on a new platform build.

06

The HR round

Expect the usual pay and timing questions, plus two points worth settling given the restructuring.

They'll ask you

Salary

"What are your salary expectations?"

The posting gives a "Cash Compensation Range: **$148,500 - $208,000 USD**" and says employees are eligible to be granted an option to purchase company stock. Give a figure inside the range, [your number], and ask how the option grant works.

Notice period

"When could you start?"

Two weeks is the norm in the US. With R&D plans likely being reset after the cuts, a clear start date helps: [your date].

Why you're moving

"Why are you looking to move?"

A strong reason points to this work: building AI cost tracking from the ground up and partnering closely with R&D. Avoid citing a restructuring or cost cuts at your current company, since that describes Squarespace right now.

Settle with them

Location and mode

"How many days a week is the team in the office?"

The role is in New York City. Settle the weekly in-office schedule with the recruiter.

Scope after the cuts	**"Has the scope of this role changed since the restructuring?"** Ask early whether the AI cost remit and the team around it have changed since the Nov 2 restructuring.
Team size	**"Will this role lead analysts, or work on its own?"** The posting stresses autonomy and end-to-end ownership, which may point to a small team. Settle whether you would manage anyone.

07

Questions to ask them

"How far along is AI cost tagging today? Does FinOps already tag cloud and API spend by product?"

"What usage forecasts exist for Forma, and how should finance plan for its launch?"

"Which decisions should the first AI ROI scorecard feed in its first two quarters?"

"How has the restructuring changed the R&D plan for next year?"

"What is the policy on capitalizing development costs for AI platform work?"

"Which R&D leaders would I work with most, and how do they use finance today?"

“What would make this hire a clear success after six months?”

08

Watch-outs

Fresh cuts in R&D	The layoffs fall mostly on product and engineering, the teams you would partner with, so expect stretched partners and sensitive budget conversations.
Scorecards that move money	The posting asks for ROI scorecards that show where to reallocate, which can put you at odds with R&D leaders.
A market in upheaval	TechCrunch says vibe-coding builders have largely upended the industry, so AI plans and priorities may change quickly.
Autonomy from day one	The posting calls this “a high-impact, high-autonomy role” and expects you to present to executives independently.

Worth knowing

ⓘ Squarespace has said it would not describe the restructuring as linked to more AI infrastructure investment, so avoid suggesting the layoffs pay for this role.

Sources

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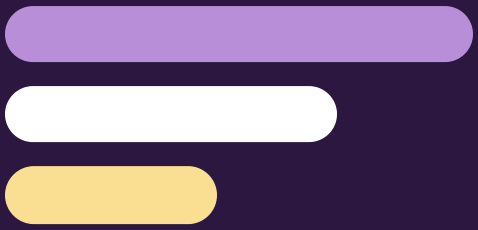
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The Panel Brief



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