Campfire CEO John Glasgow has built the fastest-growing accounting firm around

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Are founders a product of nature or nurture?

John Glasgow, CEO and chief financial officer of fast-growing accounting software startup Campfire AI, suggests they are both.

Born in the heart of Silicon Valley to a father who worked in tech and brought home computers for his kids to fix, Glasgow was fortunate to be raised in an environment that nurtured entrepreneurial exploration and provided the resources to enable it.

The parent of an elementary classmate was among the first 10 hires at Apple, and supplied the school with Mac computers. Glasgow grew up surrounded by technology and people working at its cutting edge.

Then there's the nature side of the equation. Glasgow is a twin, and his brother, Ryan, is also a founder (of the research-tools startup Sprig).

When they weren't fixing up computers with their dad, the brothers sold avocados door-to-door. By high school, they had a business selling iPod accessories.

Glasgow's route to the founder's chair wasn't necessarily direct. He studied finance and worked across accounting, M&A, investing and corporate strategy for firms including Adobe, Bill Holdings and Fidelity Investments before the entrepreneurial bug bit.

In his mid-30s, with a newborn at home, he quit his job, joined the Y Combinator accelerator and built Campfire on the spark that legacy accounting software could be better.

It's a vision that has paid off. Over the last 12 months, Campfire has grown rapidly. It raised a $35 million Series A in June and followed that four months later with a $65 million Series B in October.

Your father worked in tech and your twin brother Ryan is also a founder. Where do you stand on the entrepreneurialism nature-versus-nurture debate? It's a bit of both, which is the lame answer. Our dad really exposed us to the tech scene. When we were 10, he would bring home broken computers from work. We would go to Fry's Electronics to buy (parts to repair them) — we almost treated them like Legos. He created the nurture by just exposing us at an early age to a lot of the tech scene going on around us.

In elementary school, one of my classmates' dad was in the first 10 employees at Apple, so we were one of the earliest schools to have Macs.

So call it nature or call it nurture, but it was omnipresent around us.

You spent two years at Adobe. What did you learn there? I was on the enterprise marketing cloud. I got to go superdeep at the company for a few years. Meeting with Shantanu (Narayen), the CEO, hearing how he thinks, the questions he asked, was fascinating for me. I still think back to those conversations now as a CEO.

What did you take from your time at Invoice2go and Bill Holdings? It was my first time being at a tech company where I was officially a senior member of the leadership team. I learned a lot about how to be a leader.

We were Series C, and I learned about a growing private tech company. It was a global business. We had a lot of folks in Australia. We were quite remote in the U.S.

We were out fundraising and we got a lot of appetite to acquire the business. I wasn't there super long when this happened, less than a year, but I ended up leading this. Given my technology investment banking experience, they tapped me to lead the acquisition. So there was no bank or anything. We sold for $625 million to Bill.

You went all-in on the spark that would become Campfire at a fairly transformative moment in your life. What persuaded you to leave the corporate world for the startup adventure, with a newborn at home? (Bill was) my first time working in the office of the CFO. I spent a lot of time leading partnerships. The largest partners were (enterprise resource planning software companies) and I quickly saw an opportunity to build a modern ERP.

I was on parental leave with my first daughter when I applied to Y Combinator. Vesting a lot of acquisition stock with a two-week-old was major but I had very high conviction, given the last couple of years of operating in the category. There was really something special here.

I sat my wife down — she works in tech as well — and I said, "This is going to be a lot for the family, but my commitment to you, I truly want to be a founder, and this is my passion. I don't need hobbies anymore. I don't need to go play sports or do other things, I am moving to a state of ruthless prioritization."

I was one of the oldest people in the Y Combinator batch. I was 35 or 36 at the time. So I had comments like, "You're kind of old for a founder," but ultimately we raised from Foundation Capital in the fall of 2023 and then we really took off.

Campfire is growing very quickly. What has the last year been like? At the beginning of 2025, the business had a major inflection point. We raised a $35 million Series A in June, and then the business kind of doubled in the next month or two, in revenue. And we just had an outpouring of demand from folks to go to a Series B.

As we were getting pulled upmarket from our customers, they were saying, "You guys are a system of record, you're critical software for us, all of our financial reporting and accounting is done out of the ERP, so we want to see you be incredibly well capitalized."

What does Campfire's AI model do? In legacy ERPs, you mainly perform a task and then upload confirmatory data from an audit perspective, to confirm it was done correctly. In Campfire, you upload the confirmatory data first. We feed it securely into an LLM, a foundational model. And the foundational model takes a first pass at the task, and then it surfaces things that it could not complete to the human. So AI takes a first pass at every accounting or finance activity, and then it essentially brings it to humans for review or a manager's oversight.

How do you see Campfire and AI helping accountants and the sector long-term? There's a lot of stories about how accountants are leaving the industry in droves, over burnout or low pay. There's a lot of work to get a CPA, but then accountants are saying, "I'm clicking the same button over and over again to create 100 invoices." My big vision here is to elevate the profession and the role by using AI to do the first 99 clicks. And maybe the human just takes the one that the AI can't figure out.

Then the role becomes more strategic, focusing on tasks, analyzing the numbers and meeting with internal stakeholders. That can lead to higher pay, better internal visibility. It may not save the profession but it can move the profession in more of a sustainable direction.

ABOUT JOHN GLASGOW

- **Title**: CEO and CFO
- **Age**: 37
- **Born**: San Jose
- **Residence**: Mill Valley
- **Education**: Bachelor's, San Diego State
- **Resume**: Fidelity Investments, Arbor Advisors, Union Square, Adobe, Invoice2go, Bill Holdings
- **Favorite Bay Area restaurant**: Wayfare Tavern. "It's just across the street from us. Love the fried chicken."
- **Did you know**: John's twin brother, Ryan Glasgow, is the CEO and founder of Sprig, a research-tools startup that has raised over $90 million from investors including Andreessen Horowitz and Accel.

ABOUT CAMPFIRE

- **Founded**: 2023
- **HQ**: San Francisco
- **Employees**: more than 75 and hiring for multiple roles
- **What it does**: Building an AI-native enterprise resource planning system for finance and accounting
- **Funding:** $100 million, including a $65 million Series B round co-led by Accel and Ribbit Capital
- **Notable investors**: Y Combinator; Capital 49; Karim Atiyeh, co-founder of Ramp; Scott Buxton, CFO of Supabase

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