

FloQast Appoints Akmaeva to VP Finance Position

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Accounting software provider [FloQast, Inc.](#) has named Lauren C. Akmaeva to the post of vice president of finance. In this newly created position, Akmaeva will oversee daily operations of the Company's finance, treasury, tax and accounting departments. She will manage all aspects of financial reporting and forecasts and be responsible for implementation, integration and administration of all FloQast's financial systems.

Akmaeva has worked in the finance industry for more than a decade. Most recently, she served as corporate controller at TeleSign, a Los Angeles based software security company. In this capacity, Akmaeva managed the global consolidation, implementation and integration of ERP software platforms with the company's internally developed billing system. Under her direction, she grew the accounting team from one bookkeeper and two accountants to a team of 10 professionals.

Previously, she was also corporate controller for Los Angeles-based Mobile Messenger/Payvia, which provides mobile content subscriptions to users internationally. In this role, Akmaeva managed the corporate financial function and handled financial operations for 15 legal entities, including six foreign ones.

Earlier, Akmaeva was a senior accountant at Boingo Wireless, in Westwood, Calif. and Business.com, in Santa Monica, Calif. She began her extensive accounting and finance career as an audit associate at PricewaterhouseCoopers LLP, in Buffalo, N.Y. and went on to work at the company's San Jose, Calif. office.

"Prior to joining FloQast, I was a client of the Company, using its close management software regularly. I immediately began benefiting from all the advantages it offers. Not only did it greatly reduce the pain of closes while eliminating wasted administration time, but it also freed up my time to focus on priorities, such as getting ahead of compliance and ensuring the accurate closing of the books. At FloQast, I am looking forward to building an efficient, sophisticated internal finance and accounting department at this rapidly growing company, and to designing the ideal financial systems integration structure, with our software at the center of it all," Akmaeva said of her new role.

Michael Whitmire, FloQast chief executive officer and co-founder, added: "There is no better person to build our finance and accounting department than someone who has repeatedly done just that and knows firsthand how our solution works, inside and out. Lauren is that perfect fit. She brings both her extensive experience in helping scale and grow businesses, as well as her distinctive understanding of the FloQast software to our business."

Akmaeva, a resident of West Los Angeles, is a licensed certified public accountant in California. She earned a Bachelor of Science degree in Business Administration from the State University of New York at Buffalo. She served as president of SUNY Buffalo's Zeta Theta Chapter of Beta Alpha Psi in 2005.
