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FloQast to Open Ohio Office

By **MARK MADLER**

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Accounting software developer FloQast Inc. is opening a new office near Columbus, Ohio and has appointed an industry veteran to run it.

The Sherman Oaks company named Todd Ellwood as vice president of sales and head of the Dublin, Ohio office that will open in the first quarter. Prior to joining FloQast, Ellwood had sales leadership roles at Dell Technologies Inc.

Chief Executive Michael Whitmire said that Ellwood's track record building enterprise sales teams and focus on understanding finance and accounting technology was the perfect fit for FloQast.

"We are excited to expand FloQast's operations and mark our entry into a new state with the opening of our new Midwest office," Whitmire said in a prepared statement. "Todd will lead that operation, which will complement the efforts of our Los Angeles-based team and headquarters."

Founded in 2013, FloQast offers a software application that allows finance professionals to collaborate, organize documents and automate some tasks, such as closing out financial books and reconciling accounts to make sure the amount of money coming in matches the money spent.

The company is backed by private equity firms Polaris Partners in Boston and Toba Capital in San Francisco.

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