

# Who's on the move: 5 startups announce big C-level additions



BY JOHN SIEGEL | NOVEMBER 7, 2017

As we speed through Q4 on our way to 2018, LA tech is abustle with [funding news](#) and personnel moves. Over the last few weeks, five startups announced big company additions — read on for the details.



## FloQast

In naming Ken Sims as senior vice president of business and corporate development, Sherman Oaks-based [FloQast](#) continued a hot 2017, which saw the [accounting software](#) developer [raise \\$25 million](#), [announce key hires](#) and [open an office in Ohio](#). A biz dev veteran with decades of experience with a number of SaaS and cloud computing companies, Sims most recently served as CEO of Reach 150, a referral management marketing software startup for the real estate industry. In his new role, Sims will be responsible for developing strategic partnerships and establishing new distribution channels.

## Appetize

When [Appetize](#) raised \$20 million at the end of 2016, a year that saw the company install [its point-of-sales platform](#) in venues across North America, the company announced plans to hire aggressively in 2017. They didn't lie. Recently, the company announced it had [doubled its employee count](#) and will soon move into a new 17,000-square-foot headquarters. In addition, it's filled four senior roles within the company. Joining the team will be Dan Machock as CFO, Mark Eastwood as CPO and Jay Dorman as VP of technology, while

Wayne Scarsella was promoted to senior VP of sales.

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**Cinematique**, the startup behind a platform that allows viewers to interact with videos to learn more about featured products, **announced last week** that it had added investor and entrepreneur Paul Dawalibi as its new CEO. Co-founder Kyle Heller will stay with the company as its chief strategy officer and will lead the company's production team in LA, while Dawalibi grows the sales and marketing side in New York.

## **Conversion Logic**

**Conversion Logic** announced **a flurry of additions recently**, adding a chief client officer, chief revenue officer and vice president of marketing to its ranks within a short period of time. Juan Pablo Pereira — formerly an SVP at MarketShare/Neustar — joins the team as its chief client officer, While Matt

Camassa — most recently of LA's [TeleSign](#) — takes over as the startup's CRO. Rounding out the new hires is Tony Yank, who will join the company as the VP of marketing.

Tukatech photo

## **Tukatech**

[Tukatech](#), an LA-based startup that has developed a suite of 2D and 3D software platforms designed to help companies in the fashion and garment industries visualize patterns and designs, announced recently [it had](#)

appointed Chris Walla as vice president of sales and marketing. Walla, who holds an MBA from Loyola Marymount, has spent nearly 10 years in the fashion industry, focusing on implementing business processes, software applications and other business solutions. To date, the company has installed 17,000 systems in 41 countries.

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ALL	FINANCE	DEVELOPER + ENGINEER	OPERATIONS	PRODUCT	PROJECT MGMT
SALES					
PROJECT MGMT	NEW	DEVELOPER + ENGINEERNEW		FINANCE	NEWPROJECT MG
Release Coordinator		Systems Engineer		Business and Systems An	Director
APPETIZE		APPETIZE		FLOQAST	Program
					Managem
					APPETIZE
SALES		DEVELOPERNEWENGINEERNEW		DEVELOPER + ENGINEERNEW	DEVELOPER
Business Development R		PHP Developer		QA Engineer	Senior iOS
FLOQAST		APPETIZE		APPETIZE	Develope
					APPETIZE

FINANCE	NEW	SALES	PRODNEW	NEW	SALES	NE
Accountant		Technical Sales Support	Product Manager		Account Executive	
FLOQAST		FLOQAST	FLOQAST		FLOQAST	

OPERATIONS	NEW	DEVELOPER + ENGINEERNEW	SALES	NEW	FINANCE	I
VP Client Support		Android Developer	Sales Enablement		Senior Accountir Specialist	
APPETIZE		APPETIZE	FLOQAST		FLOQAST	

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