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- [Home \(/\)](#)
- [Lists \(/news/sfv-thelists/\)](#)
- [Custom Content \(/supplements/\)](#)
- [Finance \(/news/sfv-finance/\)](#)
- [Healthcare \(/news/sfv-healthcare/\)](#)
- [Manufacturing \(/news/sfv-manufacturing/\)](#)
- [Real Estate \(/news/sfv-real-estate/\)](#)
- [Technology \(/news/sfv-technology/\)](#)
- [Media \(/news/sfv-media/\)](#)
- [Events \(/bizevents/\)](#)
- [People on the Move \(/people-on-the-move/\)](#)

Expanding FloQast Creates Exec Position

By Iris Lee (/staff/iris-lee/)

Wednesday, July 19, 2017

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FloQast Inc. on Tuesday announced the appointment of Rob Feinstein as vice president of product.

The Sherman Oaks software company, which makes accounting software, recently completed a Series B financing in which it raised \$25 million.

In his newly created role, Feinstein will be responsible for global product strategy and execution, as well as enhancement of the company's current products.

Feinstein has 20 years of experience in the industry. In the past, he served as a vice president at ReachLocal, a Woodland Hills digital marketing company.

“Our product philosophy, coupled with Rob’s innovative approach to product development, will help FloQast continue to build solutions for accounting teams and financial professionals that allow them to more efficiently and effectively perform their job functions,” said Michael Whitmire, Chief Executive at FloQast in a statement. “On the heels of our recently announced \$25 million capital raise, this appointment is a primary example of how we intend to put those funds to work for the benefit of our clients and fuel our future growth and product expansion.”

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