



Partnerships drive growth

"Strallen have been instrumental in helping FloQast scale in London. They take a thoughtful approach to really understand us as a company and pitch the opportunity to potential candidates. I hear many recruiters chatting about how competitive the current market is but Strallen continues to keep their heads down and deliver. They understand the company profile/story and I get excited hearing their continual updates. We have a true partnership." .. Adam Zoucha - Managing Director EMEA

Founded in 2013, FloQast is the leading cloud-based operational accounting platform created by accountants, for accountants. Series D funded (\$200M total funding to date).

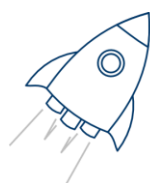
Strallen's journey with FloQast began in late 2020. Their Sales VP, Adam Zoucha, was coming to London to lead their EMEA business and press go on FloQast's first critical hires over here.

Before Adam landed in the UK we discussed the strategy and agreed a roadmap; their first hires would be European Business Development Representatives. There was, however, a unique twist to our brief. The mission was to find qualified Auditors from the Big 4 Audit firms who had the fundamental "right DNA" for a SaaS sales career.

A major partnership developed from here. We quickly built up an understanding of the talent pool and how to engage, motivate and qualify our targets. Since 2020-21, we have sourced and successfully delivered multiple BDR's (some with European language skills), plus additional Account Executives, Customer Success, Pre Sales, and Alliances talent.

Collaboration has been key to success. FloQast and their Talent team in the US have been exceptional in creating a mutually supportive relationship. Strallen are now seamlessly aligned with their GTM strategy, playbook and culture.

FloQast delivers workflow automation software enabling organizations to operationalize accounting excellence. Trusted by more than 2,000 accounting teams – including Twilio, Los Angeles Lakers, Zoom, and Snowflake – FloQast was built by accountants, for accountants to enhance the way accounting teams work. FloQast enables customers to streamline processes such as automated reconciliations, documentation requests, and other workflows that impact the month-end close, financial reporting, and payroll and is consistently rated #1 across all user review sites. Learn more at FloQast.com.



Strallen