

Joel Eriksson Enquist

San Francisco, CA

joelenquist@gmail.com

+1 415 963 2556

PROFILE

10+ years of experience as a finance, operations & analytics leader, board member, venture capital investor, as well as a management consultant, with a successful track record of building the finance function from the ground, managing the process when selling a company, representing finance in board meetings, as well as recruiting and leading teams as a manager.

EXPERIENCE

- Apr 2021 – Present**
San Francisco
USA
- Sr. Director of Product Management, Quest Analytics (Healthcare)**
- Reporting to the CPO and responsible for vision, opportunity assessment, user interviews, roadmap, sprint planning for new products at Quest.
 - Two essential products in progress that expect to expand TAM significantly for Quest (details are classified)
- Jan 2020 – Mar 2021**
San Francisco
USA
- Vice President of Business Intelligence, Quest Analytics (Healthcare)**
- From 1 dashboard with <10 metrics to now >20 key dashboards (>100 in total) and >100 customizable metrics used by product, marketing, operations, client services, sales, and the executive team.
 - Responsible for internal data quality audits
 - Responsible for special projects such as developing a strategic data asset
- Sep 2018 – Dec 2019**
San Francisco
USA
- Vice President of Operations (incl. growth marketing), Quest Analytics (Healthcare)**
- Quest Analytics is a leading healthcare data analytics company with more than 400 health plans as customers and 200 employees, including contractors.
- Leading three teams consisting of 42 employees, including contractors, with five direct reports.
 - Responsible for financial planning, analysis, and budgeting for the data accuracy business.
 - Built financial models that identified major bottlenecks for scaling and implemented process changes saving up to 80% of the onboarding time for new clients and thereby significantly improving cash flow management.
 - Documented all vital marketing operations processes, identified several areas for improvements, and implemented process improvements that eliminated several risks for Human errors leading to reducing average quarterly incidents due to Human errors from six to zero.
 - Optimized call center operations, and invested in training in the Philippines location, which enabled the company to move capacity needs to Philippines from Texas and thereby saving \$250,000 per year (currently in progress).
- Aug 2017 – Mar 2019**
San Francisco
USA
- Head of Finance & Operations, BetterDoctor (now Quest Analytics Inc.)**
- BetterDoctor was a healthcare data company, which had raised \$26M from Uncork, NEA, and Health Catalyst Capital and was successfully sold to Quest Analytics on June 18, 2018.
- Member of the executive management team with the responsibility to represent finance in monthly investor reporting meetings and quarterly board meetings.
 - Was responsible for managing the company's cap table, equity grants, and investor relations – implemented monthly investor update newsletter and managed vast majority of the general investor communication.

- Responsible for budgeting, accounting, payroll, benefits, insurance, 401k program, tax, and audit preparations.
- Negotiated down benefits cost by more than 20% while providing improved coverage for the employees.
- Built all financial models used for budgeting and forecasting, including for the company's three product areas, the company's overall financials, and revenue forecast linking to the sales team's pipeline & sales forecast.
- Together with the CEO, co-led the successful process of selling BetterDoctor to Quest Analytics.
- Led the company's first financial audit.
- Developed and implemented financial processes and financial controls, e.g., the company's billing processes reducing time to receive client payments into the company's account by about 30%.
- Assessed and hired all external service providers for finance, e.g. accounting, auditing, and HR compliance.
- My role officially changed June 18, 2018 when the company was acquired, but I spent a large share of my time heading up the finance functions until Mar 2019 as we were transitioning responsibilities to Quest's CFO.

Oct 2012 – Aug 2017 **Venture Capital Investor, Creandum**

San Francisco
USA

Creandum is a leading venture capital firm with ≈ \$780m under management and is the first investor in Spotify.

- Analyzed financial metrics as well as marketing growth metrics for hundreds of companies
- Led the commercial, financial, and legal due diligence processes and was a part of leading investments in more than ten startups, who collectively have raised more than \$200m in follow-on funding, and one of the investments went through an IPO.
- Served on three boards on behalf of Creandum: [1] [Football Addicts AB](#) [2] [Bravo Company Ltd](#) [3] Instabridge.
- Actively supported Creandum's portfolio companies within budgeting, financing, product management, hiring, data analysis, and strategy.

Sep 2011 - Oct 2012/2020 **CEO, Founder & Vice Chairman, UBI Global**

Stockholm
Sweden

UBI Global offers a product portfolio of startup ecosystem data for government organizations and corporates.

- Created a complex benchmarking framework, which became a global standard.
- Customers include Canadian Government, Indian Government, Russian Government and corporates like Cisco.
- Press about UBI Global: [1] [World Economic Forum](#) [2] [Huffington Post](#) [3] [Cisco](#).
- Still an owner and was the Vice Chairman of the Board until March 2020.

Feb 2009 - Aug 2010 **Management Consultant, Consia**

Gothenburg
Sweden

Led teams of 1-2 consultants carrying out projects in product management, technology spinoff, and go-to-market strategy, including financial forecasting and budgeting. Clients included some of the Nordic's largest corporations such as Sandvik, Stora Enso, and Cloetta/Leaf.

Feb 2008- Feb 2009 **Quality Management Engineer, Sandvik Materials Technology**

Sandviken
Sweden

Led a cross-functional quality team focusing on increasing production efficiency and was responsible for developing and implementing an ISO management system according to ISO 14001.

Guest lecturing engagements

- Feb 2017 – Feb 2017, Guest Lecturer in Venture Capital Finance at Wharton, University of Pennsylvania

Education

Aug 2010 - Jun 2012, M.Sc. Industrial Engineering at Chalmers University of Technology, Sweden

(90% complete – founded UBI Global and never managed to finalize the last course as a consequence)

Jun 2011 - Aug 2011, Graduate studies in Finance at Harvard University, USA

Aug 2005 - Jun 2008, B.Sc. Engineering at University of Gavle, Sweden

Aug 2002 – Jun 2005, Computer Science & Mathematics, High School degree at Björkhagsskolan, Sweden