



Forvio Media Kit

Founders story

Meet Tomas and Andy, the dynamic duo behind Forvio who share the desire to make a positive impact on the lives of marketers through intuitive, innovative software.

For over two decades, Andy had been running a data analytics consulting firm in Helsinki. During this time, a unique challenge presented itself; creating a web application to feed data into an enterprise application for his largest client, NOKIA. Looking for help, Andy's path crossed with Tomas, a young and talented entrepreneur known for his expertise in developing web-based applications for several Silicon Valley startups.

Their partnership began when they joined forces for the NOKIA project, working tirelessly side-by-side despite the distance that separated them - Tomas in Slovakia and Andy in Finland. As they collaborated on multiple iterations of the project, they honed their skills, shared their knowledge, and discovered a shared aspiration to create something truly game-changing.

It was during one of their regular brainstorming sessions that Andy brought up the persistent problem he saw among the marketers he worked with - the challenge of attribution. Marketers struggled to accurately attribute their marketing efforts to the desired outcomes, hindering their ability to optimize their strategies and achieve optimal results. This realization sparked a fire within them to develop a solution that would simplify marketing mix modelling for all marketers.

With Tomas's entrepreneurial spirit and experience in assisting Silicon Valley startups, coupled with Andy's deep expertise in data analytics and his successful track record of building and launching successful products with NOKIA, Lockheed Martin, and Supermetrics, they were well-equipped to tackle the attribution problem head-on.

And so, Forvio was born. Fueled by their shared passion and driven by a vision to empower marketers, Tomas and Andy set off on a mission to make marketing analytics more accessible, intuitive, and impactful. Their aim is to provide marketers with a simplified approach to marketing mix modelling, enabling them to make data-driven decisions with confidence.

Today, Forvio stands as a testament to their dedication and ingenuity, offering marketers a powerful platform to identify underperforming channels, optimize spending scenarios, and achieve the best possible return on investment. Through their relentless pursuit of excellence, Tomas and Andy continue to shape the landscape of marketing analytics, empowering marketers worldwide to reimagine their strategies and drive meaningful results.

The story of Tomas and Andy is one of collaboration, expertise, and a shared commitment to transforming the world of marketing analytics. With Forvio, their vision of a simplified attribution solution has become a reality, helping marketers unleash their full potential.

Short version:

Meet Tomas and Andy, the founders of Forvio who joined forces to tackle marketer's biggest problem: attribution.

Andy, a seasoned data analytics consultant from Helsinki, teamed up with Tomas, a skilled full stack developer specializing in web-based applications from Slovakia. Their partnership began over a decade ago while working on a NOKIA project and they continued collaborating, continuously brainstorming apps that address modern challenges.

While leading Data Engineering at Supermetrics, Andy noticed a shared struggle among marketers - the pursuit of accurate attribution. This pivotal realization sparked their ambition to build Forvio - an app designed to empower marketers to optimize spending, identify underperforming channels, and achieve stellar ROI, all while maintaining a foundation of data-driven objectivity.