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Director of Strategic Relationships

Jan. 15, 2014

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At the “[Winning is Everything](#)” practice management conference in Las Vegas, Wolters Kluwer, CCH Tax & Accounting announced that former *CPA Practice Advisor* publisher Shari Dodgen has been appointed as the company's Director of Strategic

Relationships. The announcement is intended to strengthen CCH's commitment to

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“This is a tremendous opportunity to generate awareness of the advanced solutions, expertise and innovative technology that Wolters Kluwer consistently delivers for professionals,” Dodgen said. “Throughout my career, I’ve leveraged strong partnerships to collaborate and drive high-value solutions that capitalize on our combined business relationships.”

Dodgen leads a longstanding company commitment of building strong ties with key accounting associations – connecting with organizations throughout the profession to create new win-win opportunities designed to grow, manage and protect business. Dodgen has earned an extensive track record of leveraging multi-channel platforms to improve bottom-line results for companies and business partners. In 12 years as publisher of Cygnus Business Media’s *CPA Technology Advisor*, she incorporated creative solutions that helped address the overall communications challenges of her clients in a unique and targeted approach – resulting in the development of efficient and effective multiplatform print and online communication products that delivered the best of both worlds.

Most recently she drew upon her background in strategic planning, partnership development, program execution, marketing, and sales as Director of Marketing Services for BBN Networks. Prior to joining BBN in 2012, Dodgen served as Associate Vice President, Custom Media for McMurtry from 2008 – 2011.

Dodgen’s appointment also reflects significant, positive feedback from Wolters Kluwer, CCH’s partners – meeting their growing needs in providing more opportunities and solutions as the established, strategic relationship development leader.

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