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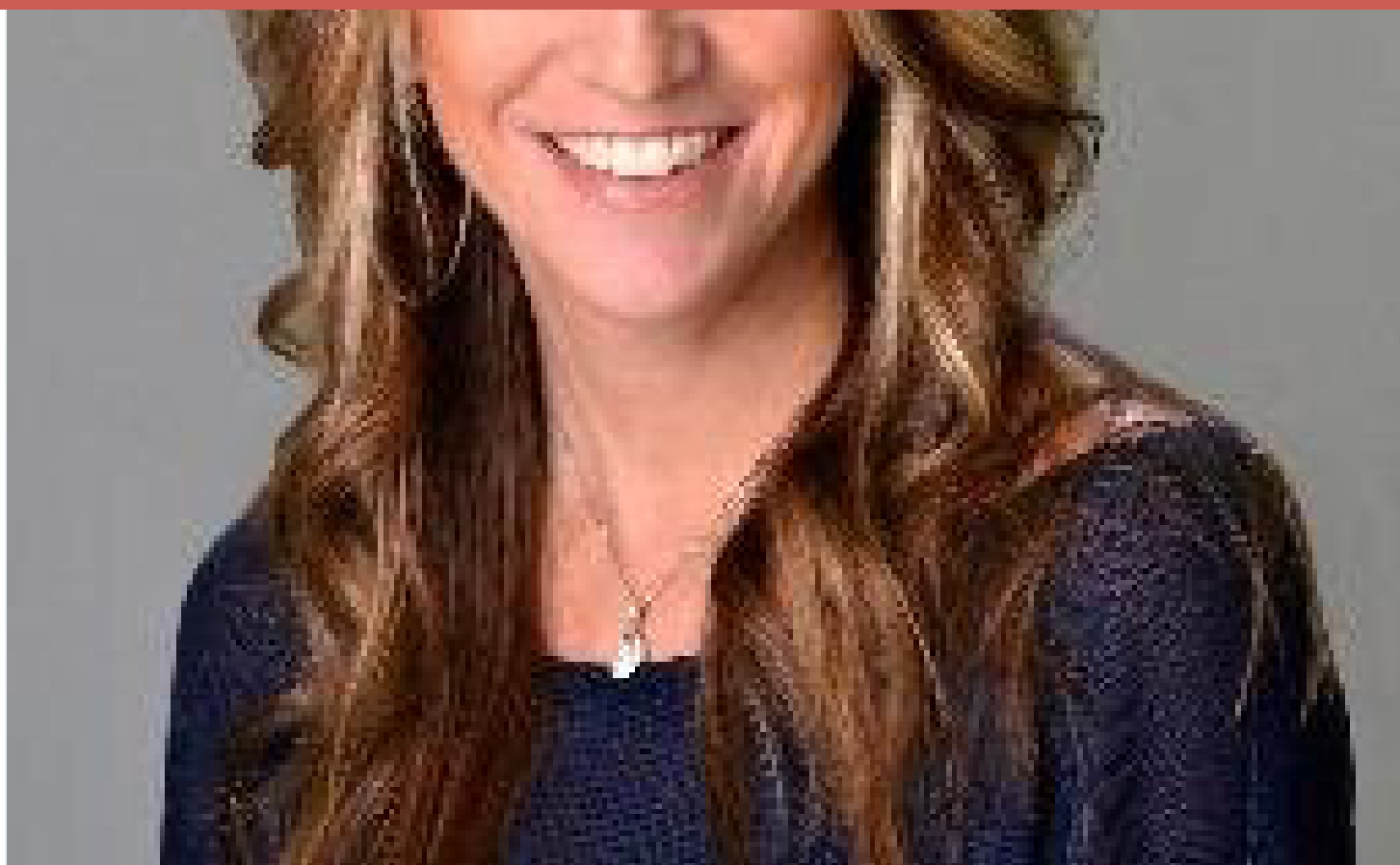
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**Isaac M. O'Bannon** • Jan. 24, 2014

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Accounting thought leader Amy Vetter, CPA.CITP has joined accounting software vendor Xero as the company's global vice president of education. In the newly-created role, she will lead worldwide training and development for Xero, and will report to the company's chief revenue officer, Stuart McLean.

“We are thrilled to have Amy Vetter join our expanding team as VP, of Education,” Xero's President of U.S. Operations Jamie Sutherland told *CPA Practice Advisor*. “She has a true passion for the profession, a deep understanding of online technologies, and a strong bent towards helping accounting firms grow...it's a fantastic fit”

While some aspects of the position are still being determined, Vetter and Sutherland said the role will be focused on developing and maintaining a set of streamlined best

practices that will be used to train Xero sales and support staff, as well as for the

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businesses be more efficient and also work more closely with their public accountants.”

“For many small businesses and firms, one of the most challenging things they struggle with is change,” she added. “How do they get where they want to go? And how do they train staff, in order to run their business better. My mission at Xero will be to help firms and small businesses become more successful.

Prior to Xero, Vetter was CPA Programs Leader for Intacct Corporation and the Key Accounts Manager for Intuit. She has also owned and operated a private accounting firm. She has an MBA from Nova Southeastern University and a BBA in accounting from the University of Cincinnati. She has served on various professional associations and organizations.

Firm Management

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