

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

complement rapidly growing sales team .

Apr. 10, 2015

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us



[Avalara](#) has announced that Michael J. Turner has joined the company as its Chief

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Cargill, Inc.

Avalara's addition of a proven CMO comes on the heels of last year's appointment of Pascal Van Dooren, formerly EVP, Sales and Marketing, to the role of Chief Revenue Officer. The dramatic growth of the company's new and existing business sales force prompted greater focus at the executive level and the new CMO role was created to deliver highly focused executive leadership of the marketing function.

"Mike has significant expertise helping companies like Avalara successfully scale their business using a powerful blend of traditional, digital, and Internet-based channels," said Avalara founder and CEO Scott McFarlane. "Our team has done a great job getting us to where we are today, and we look forward to leveraging Mike's skills and experience to catapult us to the next level."

Turner's hiring is part of an ongoing drive to accelerate Avalara's record of rapid growth. In the past four months the company received major new backing from an affiliate of Warburg Pincus, a global private equity firm focused on growth investing, and the investment firm Technology Crossover Ventures ("TCV"), a leading provider of growth equity for premier technology companies.

Turner takes over a strong marketing team that helped land Avalara on both [Deloitte's Technology Fast 500™](#), [Fastest Growing Tech Companies in North America](#) and [JMP Securities "Hot 100" List of Best Privately Held Software Companies](#). In the first half of 2015, the company will open new facilities in Seattle, WA and Durham, NC to accommodate its rapidly growing sales teams and other functions.

"Avalara is at the forefront of U.S and international approaches to sales tax, VAT and transactional tax compliance," Turner concluded. "Virtually all businesses are or will be affected by this. Avalara is strategically positioned as it continues to broaden and

deepen its reach, combining powerful technology with deep content to provide

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Sales Tax • Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved