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Taija Sparkman • Aug. 07, 2012

[CPA2Biz](#), the technology subsidiary of the American Institute of CPAs, has hired Thomas Gawne to be director of professional services. Gawne has held a variety of positions serving the accounting profession and, in his new role, will oversee CPA2Biz's [suite of cloud-based solutions](#) for firms and their clients.

CPA2Biz [recently received a 2012](#) Tax & Accounting Technology Innovation Award from CPA Practice Advisor for its [CPA.com Email Solutions](#).

“Cloud technology offers compelling value for CPAs and their clients, but users must have a strong comfort level and sense of mastery over a product to deliver the best results,” said [Erik Asgeirsson](#), president and CEO of CPA2Biz. “Tom’s role is to guide the implementation of our technology, optimize it for individual firms, build strong training channels, share best practices around workflow and process – in short, do everything to make sure firms are positioned for success from the start.”

Change management is often the most challenging hurdle for firms transitioning to the cloud, Asgeirsson said. This new executive-level position is designed to help firms with advance planning to ensure broader and faster adoption to realize the technology’s benefits.

Most recently, Gawne worked as a senior technical consultant for the Tax & Accounting Division of Thomson Reuters. A CPA since 1990, he has extensive experience in the public accounting field.

“I’m excited to work for CPA2Biz at such a critical stage in the adoption of the cloud within the accounting profession,” Gawne said. “We’re clearly reaching a tipping point and I’m committed to providing the best customer experience for firms who are expanding in this area.”

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