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growing accountants program includes international outreach.

Nov. 05, 2012

Avalara (www.avalara.com) has announced that Ron Eagle, former President of the Information Technology Alliance (ITA), will serve as Strategic Advisor within Avalara's Accounting & Advisory Services Program. This new role coincides with Avalara's international expansion, and will augment existing efforts to reach accounting professionals at all levels of practice. Avalara is a provider of sales tax automation services in the cloud.

Eagle has spent the past 15 years leading the ITA, an independent membership association of leading mid-market technology professionals, consultants, and product/service providers in North America. ITA includes as members most of the top 30 CPA firms in North America, in addition to many of the largest technology consultants and resellers serving the SMB market.

The announcement was made during the ITA Fall Collaborative in Scottsdale, as the organization celebrated its 15 year anniversary.

Eagle's 40+ years of accounting and technology industry experience includes stints at Arthur Andersen, Cherry, Bekaert and Holland, George S. Olive, Centerprise/UHY Advisors, Clifton Gunderson, and a post on AICPA's IT Executive Committee. He has been recognized on three occasions as one of the tax and accounting profession's Top 100 Most Influential People by *Accounting Today* magazine.

At Avalara, Eagle will focus on strategic efforts for the Accounting and Advisory Services Program, working closely with accounting professionals and the SMB-focused tech community, while assisting Avalara in its global expansion with the international offices of accounting firms in Europe, The Middle East, Africa and Asia.

“Ron brings a special dynamic to Avalara’s accountant outreach efforts,” said Scott

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accountants program,” said Stan Mork, Principal, Technology Services at McGladrey LLP, and incoming President of the Information Technology Alliance. “We’ve watched closely as Avalara’s profile has risen in the industry in tandem with the upward trend of sales tax compliance on the radar of CPA firms and their valued clients. Ron is an excellent strategic addition to Avalara’s accountant-focused team, and we’re looking forward to working closely with him in his new capacity.”

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