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Advisor Group, effective immediately. She joins Ray Barlow and David Bergstein, CPA.CITP, who Intuit announced joined the team earlier this month.

Oct. 28, 2013

Kim Hogan has joined the [Intuit](#) Accountant and Advisor Group, effective immediately. She joins David Bergstein, CPA.CITP, and the two will be working under longtime accounting marketing expert Ray Barlow. Intuit announced the additions of Barlow and Bergstein earlier this month.

Intuit's Accountant & Advisory team works with accounting firms to assist them with the process of bringing their clients from desktop to cloud accounting systems, specifically [QuickBooks Online](#), the most popular and widely-used online accounting system for small businesses. According to market research, QuickBooks Online holds approximately an 85-90 percent share of the online accounting market.

"I couldn't be more excited to join such an established organization at such a critical time in the profession, as so many eyes are on the battle over online accounting solutions," Hogan said. "I'm confident that Intuit has identified a roadmap for success, and is delivering a superior product, putting together the right team of people, and will be formalizing the processes to come out on top."

"We'll be working with firms as a partner rather than in a sales function to help them through identifying which clients are ready now, which clients need training, which clients need convincing, etc. Intuit is looking at this as a big picture/ long term strategy to work hand in hand with these large firms who are struggling with clients who desperately need Cloud technology. By providing them with resources and training to help them through this transition, it will make moving from desktop to the Cloud significantly less painful for everyone involved – and give both

accountants and their clients the confidence that they can no longer 'outgrow'

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