

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

Group

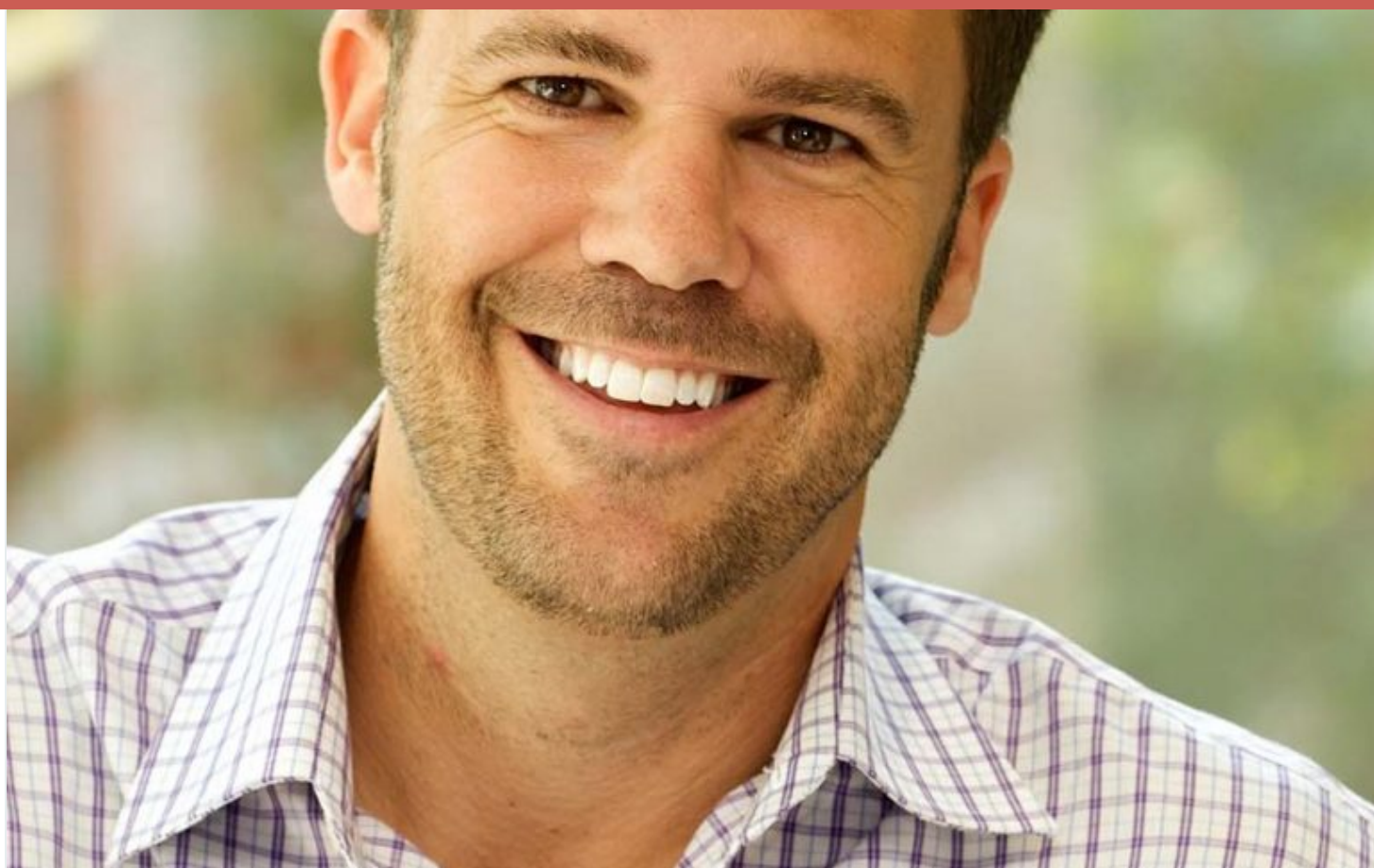
As the leader of Intuit's Accountant Segment in the Small Business Group, Preece will focus on championing the initiatives that support accounting professionals worldwide, and continuing Intuit's mission to help accountants save time, grow their

...

Taija Sparkman • Oct. 20, 2016

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



If leading the accounting industry is a chess game, then Intuit's leadership is definitely making moves. The financial solutions developer recently announced the appointment of Rich Preece as the leader of its Accountant Segment in the Small Business Group. Preece, who has been with Intuit for 14 years and most recently served as vice president and managing director of Intuit, Europe, will take over for Jim McGinnis, who will serve as vice president of product management in Intuit's ProConnect Group.

As the leader of Intuit's Accountant Segment in the Small Business Group, Preece will focus on championing the initiatives that support accounting professionals worldwide, and continuing Intuit's mission to help accountants save time, grow their practice and become strategic advisors to their clients.

“Following Jim McGinnis as the leader of the Accountant Segment, I have big shoes

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

experienced more than 200 percent year-over-year growth while doubling its employee base in the UK and France. This growth is largely in part due to Preece's commitment to partnering with accounting firms to help them grow and make a difference.

“During my time in the UK, we worked hard to grow our customer base and build meaningful partnerships with thousands of accounting firms. We had to earn their trust through our actions and I plan to bring that same deep sense of partnership and true commitment to the success of our U.S. accounting professionals to help them grow, save time and make a difference,” said Preece.

Preece's global experience has given him a unique perspective that will assist him in his efforts here in the U.S., but he also understands that there are slight differences in the way clients view accountants and the services they provide in the UK compared to in the U.S. A recent Intuit survey found that nearly 70 percent of small to medium enterprises in the UK expect their accountants to be financial advisors, and 62 percent require professionals to introduce new offerings and services in order to become a trusted advisor. However, only 40 percent of small business owners in the U.S. consult with an accounting professional in this way. Small businesses in the U.S. either are not aware or are not taking advantage of the valuable advice accounting professionals can provide.

“There's clearly a gap to fill in the U.S. market. While it's up to the accountant themselves to educate businesses about the strategic and advisory services they can offer, it's up to us to provide the tools that help them offer those services successfully,” said Preece.

Preece already has a plan in place for the first three months in his new position. As leader of the Accountant Segment, Preece is committed to working with accounting professionals to identify working solutions as well as areas of improvement. He will

focus on the ins and outs of accounting professionals' daily routines to better

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

doesn't mean I don't have homework to do. Intuit's mission has always been to provide the best products and services to help support accounting professionals, so my plan of action is simple: gather intel, iterate and implement," said Preece. "I'm also well aware that 89 percent of small businesses say they are more successful when working with an accountant and, as such, one of my priorities will be to create more connections between small businesses and accounting professionals so that both can achieve long-term profitability and growth."

A key factor in forging successful relationships between accountants and their small business clients continues to be cloud adoption. The cloud and mobile have genuinely changed how society as a whole works, communicates and collaborates. More and more small businesses have come to view accounting professionals as business advisors and expect an on-demand, anytime, anywhere service. As such, cloud adoption continues to be a priority for Intuit as the company recognizes the major impact it has on how small businesses engage with accountants and the type of services they expect.

"In the last year, we saw more customers subscribe to QuickBooks Online than QuickBooks Desktop – so we want to make sure that accounting and bookkeeping professionals are well-positioned to be strategic advisors to their clients and take their firms to the next level," said Preece. "Whether it's a feature update to QuickBooks Online that automates a manual process or adding more app partners to our arsenal, we'll continue to implement ways to help accountants save time in order to focus more on their roles as trusted advisors. I'm confident in our team's expertise, passion and drive to continue creating best-in-class offerings that help accounting firms on their journey to becoming Firms of the Future."

Preece looks forward to his future with the Accountant Segment. And while the accounting industry has changed – and continues to – he believes Intuit's mission

remains the same at its core.

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

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