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# Arthur Garcia, MBA

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As an early employee at Xero US in Feb 2013 I have witnessed a lot of innovation in the accounting profession and although it has been challenging at times I have enjoyed every moment. My initial role at Xero was to build and scale our channel sales team and had the opportunity to meet amazing accounting professionals across the country. Today, I help lead our partnerships with the largest firms and franchises in the country as well as leading the strategy for the multicultural markets in the Americas. I built my business on relationships and love connecting with Partners virtually and at conferences where I have the opportunity to thank them for their trust and celebrate their wins both large and small. I have had the opportunity to work alongside great people internally and collaborated with many Xero app partners to help provide best in class solutions for our mutual clients.

- 2017 Keynote Speaker – Adams City High School Commencement
  - Blog: [Ice cream, Tacos...And Accounting](#)
- [Speaker](#) – Latino Tax Pro National Convention (LatinoTaxFest.com)
- Branding for Accountants – [Serving the Latino Business Community](#)
- Accounting Conference Committees and Contributions
  - Xerocon US
    - [Xerocon Atlanta: Wow Moments](#)
    - [Xerocon Atlanta: Take the Journey](#)
    - [Xerocon Atlanta: What You Can Do With The Power of Many](#)
  - Accountex
  - AICPA Engage
  - IRS Tax Forums
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