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Small business accounting maker **Xero** has appointed Ben Richmond to US country manager and Will Buckley to Canada country manager as part of its strategy to develop full service teams in each country. They will each be responsible for driving Xero's growth in their regions and working with country teams to accelerate key partner channels.

Tony Ward, President of Xero Americas, said: "Both Ben and Will have already played an instrumental role in driving Xero's adoption across the US and Canada, increasing the success of our accountants, bookkeepers and small businesses. The experiences they bring from Xero's business in Australia and New Zealand will help

Xero scale across North America, ultimately giving more small businesses and their

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joined Xero in New Zealand in 2013 where he led the country's national growth and spearheaded Xero's global agriculture strategy. Richmond was instrumental in launching Xero's Farming in the Cloud solution, a catalyst for an industry to come together around how technology can transform productivity in farming. He previously served as Vice President of Business Growth on the Xero Americas leadership team.

Buckley brings more than a decade of experience across public accounting practice, corporate finance (M&A), commercial finance and technology to his new role as Canada country manager. Prior to joining Xero, he founded buckleybrown, a 100% cloud accounting practice for small business owners in Australia that has been recognized as a Xero Gold Partner. Buckley most recently served as Xero's first Canadian Director and led the charge to launch Xero in Canada in 2018.

Accounting • Technology

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