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Russ Fujioka, a former president of cloud accounting software maker Xero, has joined CollBox as Strategic Advisor to help drive customer-led strategy and product development. [CollBox](#) is an accounting platform-integrated application that lets businesses collect on past due invoices and monitor the health of accounts receivables.

“As accounting firms are developing more and more value added services, clients look toward their accountants and bookkeepers for more than just one time a year relationships,” said Fujioka. “The health and survival of a business depends on a constant view of accounts receivables from both a monitoring and action point of view.

“CollBox has developed a great balance of the two and can complete the ultimate

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support the industry's growth with help from Russ.”

In addition to his former role as president of Xero in the U.S., Fujioka was listed by *Accounting Today* magazine as one of the top 100 most influential people in accounting in 2015 and 2016 and was a judge for the Forbes Cloud 100 in 2016. He has more than 25 years of experience providing strategic and operational leadership in cloud, SaaS, and hardware businesses. Fujioka has held senior executive roles at Dell, Bessemer Venture Partners, J. Walter Thompson and Adobe Systems.

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