## **CPA**

## Practice **Advisor**

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GRB&A, a Maryland public accounting firm that provides proactive, strategic advice and services to enable clients to make better management decisions and drive growth, has expanded its leadership team with two partners. Kelly DeRose, CPA/PFS, MST and Megan Emdad, CPA, MBA join Gary Bozel, CPA as partners at the firm effective immediately. Together the partners plan to continue to modernize the firm by hiring additional talent and enhancing their industry technology resources.

Both DeRose and Emdad have a seasoned tenure at GRB&A with a combined 18 years at the firm. Under their leadership in 2020, the firm has garnered a record-high client satisfaction rate of 98% according to an external study conducted by a 3<sup>rd</sup> party Insights team. The score is a testament to the firm's recent growth with new clients, team members, and services.

Together as partners, Bozel, DeRose, and Emdad offer quality seamless integrated services to the firm's clients, including individuals, closely held businesses, and not-for-profits. They develop and oversee strategic business development plans for the firm, and network with local professionals to collaboratively service mutual clients.

DeRose shares her talent in tax advisory and planning services, and will continue guiding the tax services area for the firm. A forward-thinker, DeRose champions and pursues opportunities leading to the firm's overall growth. She boasts 21 years of professional industry experience. Prior to joining the GRB&A team in 2012, she advised clients at Morgan Stanley Smith Barney for nine years, focusing on executive compensation planning, as well as income and estate tax planning. Kelly is a CPA

and holds a Personal Financial Specialist designation. She is an accounting graduate

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Loyola University Maryland.

As trusted advisors, DeRose and Emdad stay abreast of industry trends and technologies through their affiliations with the American Institute of Certified Public Accountants (AICPA), AICPA Tax Section with Tax Advisor, AICPA Personal Financial Planning (PFP) Section, Maryland Association of Certified Public Accountants (MACPA), MACPA State Tax Committee, and CPA Firm Management Association.

"Over the past years, Kelly and Megan have stepped into larger leadership roles and have accomplished invaluable success for our business – from management and education of our internal team; and improvement of advanced technologies, systems and processes, to extraordinary client service and the highest client satisfaction rates in the firm's history," said Gary R. Bozel, CPA, founder and partner, GRB&A. "We share a common goal, and we want to combine our individual talents to exceed expectations. Kelly and Megan have worked with me to establish the vision of GRB&A — to make a difference — and together, we will do just that."

The first priority for the new partners is to grow the business by hiring new qualified staff. GRB&A is seeking motivated, ambitious, team-oriented Accounting Managers, Tax Managers, Senior Staff Accountants, and Staff Accountants. The partners will also continue to invest in new advanced tools and integrated processes.

DeRose and Emdad lead the charge for the firm's recent investment in new advanced technology, CCH Axcess which migrates to the cloud; as well as an entire integrated electronic process for tax return preparation.

With a collaborative team approach, GRB&A supports the growth of its team members by providing continuing education resources, extensive training for its employees, and client engagement with the entire team.

According to DeRose and Emdad, "GBR&A has what it takes to make the difference

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GRB&A is a full-service accounting firm making a difference for clients, colleagues, and community. Located in Towson, Maryland, GRB&A delivers strategic, comprehensive financial advice and services to their clients; fosters a diverse workplace where expert associates are empowered to learn, grow, and contribute in meaningful ways; and serves their community by ensuring financial wellness and engaging in civic services. GRB&A was established in 1984, and continues to grow with experts across all accounting and tax functions who work collaboratively to support client success. The firm boasts advanced digital file sharing systems, offering the ease and convenience of e-signatures and tax return delivery, and allows for instantaneous, managed communications between the client and the GRB&A team. https://www.grba.com

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