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Expertise

Anduin, a new technology company helping accounting firms streamline their work-to-cash cycles with artificial intelligence, today announces the company has added Bruce Abrams and Blake Roberts to its team to help bring its Intelligence-Based Billing ...

Mar. 22, 2021

Anduin, a new technology company helping accounting firms streamline their work-to-cash cycles with artificial intelligence, today announces the company has added Bruce Abrams and Blake Roberts to its team to help bring its Intelligence-Based Billing platform to accounting firms and technology partners nationwide.

Abrams has joined the company as VP of sales and is responsible for introducing Intelligence-Based Billing to leading accounting firms. Abrams, an accountant by trade, is an experienced sales and business development leader in the accounting technology arena with successful tenures at Thomson Reuters, Wolters Kluwer and XCM. Abrams' deep technical expertise and rich industry knowledge will be instrumental for Anduin's continued rapid growth.

Roberts joins the company as director of strategic partnerships and is responsible for helping industry groups and thought leaders learn and promote the benefits of Anduin's platform. Roberts has long-standing expertise in the digital payments space and will cultivate partnerships with relevant technology platform companies to continually broaden the integrated value of Anduin's integrated work-to-cash solution.

Launched in December 2020, Anduin's Intelligence-Based Billing is a first-of-its-kind work-to-cash management platform that automates and improves processes like invoice preparation, collections and online payments, while delivering

actionable insights and predictive intel to firm leaders for better decision-making.

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accounting firms, and both Bruce and Blake will be instrumental to our continued growth.”

For more information on Anduin visit www.anduin.ai.

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