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Professionals on the Move is a round-up of recent promotions and hires at companies in the accounting space.

**PKF Texas Strengthens Consulting Services with Bank Advisory Services**

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Types of field examinations include traditional asset-based collateral, procedure-based examination, limited-scope collateral, inventory observation, recurring collateral, leasing and more

## **Xero appoints new US leaders to speed accounting and bookkeeping partner channel growth**

[Xero](#), the global small business platform, recently announced Latisha Carter as its new Head of Partner Services and Will Moselle as its new Head of Partner Growth.

As Head of Partner Services, Carter will oversee a team focused on regional and enterprise partner consulting, practice tools implementation, and voice of customer and industry evangelism. Carter brings 19 years of experience in the accounting software industry where she held different positions across marketing, sales and professional services throughout her career at Sage.

In his role as Head of Partner Growth, Moselle will lead teams that support accounting and bookkeeping partners across the country, with a focus on expanding each community that Xero has a presence in. Moselle joins Xero after spending over 14 years at Intuit where he led a succession of sales and account management teams.

## **Eduardo Rosini Joins Intuit as Vice President of Corporate Sales**

Intuit continues to bolster its sales organization with the appointment of Eduardo Rosini as its new Vice President of Corporate Sales. Rosini is the latest addition to Intuit's growing sales leadership team as the company focuses on adding customer-obsessed, world-class technology and platform leaders with experience in small business, mid-market and partnership sales.

As Vice President of Corporate Sales, Rosini will leverage his experience in partnerships, international markets and startups to create a newly-formed sales

organization focused on delivering the benefits of the Intuit platform to small and

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## **Texas Society of CPAs Announces 2020 Outstanding Accounting Educator Award Recipients**

Dr. Marina Ruseva, CPA, assistant professor of accounting at Lamar University, and Michelle Avila, CPA, associate professor of accounting at Our Lady of the Lake University (OLLU), were recently named 2020 recipients of the Texas Society of CPAs' (TXCPA) Outstanding Accounting Educator Award.

The statewide award honors Texans who have demonstrated excellence in teaching and who have distinguished themselves through active service to the accounting profession.

Prior to joining Lamar University in 2019, Ruseva served as a research assistant and instructor at the University of Houston's C.T. Bauer College of Business. From 2009 to 2014, she worked as a tax consultant for Deloitte in Houston.

An avid researcher, Dr. Marina Ruseva, CPA, her paper entitled "Executive Equity Compensation and Corporate Tax Behavior: Exploring the Role of Cash ETR Persistence" was awarded the 2020 Distinguished Paper award at the Federation of Business Disciplines (FBD) annual conference.

Prior to joining OLLU in 2011, Avila worked as an accounting instructor at DeVry University from 2011-2012 and as a lead instructor at Becker Professional Education from 2004-2011.

Last year, Avila started the OLLU Saints Accounting Club to promote awareness of the accounting profession and CPA license. She is also active within Financial Executives International, TXCPA and TXCPA San Antonio.

## **Nathan Wechsler Announces New Supervising Senior**

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Accounting in 2013. Her professional affiliations include the American Institute of Certified Public Accountants (AICPA) and the Vermont Society of Certified Public Accountants (VSCPA).

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