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author, and philanthropist Soledad O'Brien, CEO of Soledad O'Brien Productions, and Scott McFarlane, co-founder and CEO of Avalara.

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[Avalara](#), a provider of tax compliance automation for businesses of all sizes, today announced details of its keynotes and featured speakers for [Avalara CRUSH Virtual](#), its fifth annual tax conference and industry gathering. Bringing together professionals and practitioners at the forefront of the complex world of tax compliance, commerce, and technology, Avalara CRUSH Virtual offers opportunities to participate in interactive learning experiences, exchange ideas, and engage with peers and experts.

This year's event will be hosted by award-winning documentarian, journalist,

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Soledad O'Brien and speakers include:

- Diane Swonk, chief economist at Grant Thornton
- Kim Rueben, fellow and director of the State and Local Finance Initiative at the Urban-Brookings Institute Tax Policy Center
- Liz Armbruster, SVP of global compliance at Avalara

● **Ecommerce and multichannel imperative:** Hear about the macroeconomic trends influencing global commerce and understand how compliance plays a role in business growth. This panel will be moderated by Amit Mathradas, president and COO at Avalara, and speakers include:

- Brent Bellm, CEO and chairman of BigCommerce
- Joe Dawalt, corporate tax manager at FULLBEAUTY Brands

● **The digital mandate, post-COVID-19 era:** Leverage technology to navigate the complexities and challenges of doing business in a heavily regulated world. This panel will be moderated by Mickey North Rizza, head of digital commerce and enterprise applications at IDC, and speakers include:

- Brad Caproni, senior manager of global indirect tax at Groupon
- Lockie Andrews, chief information officer and chief digital officer at UNTUCKit
- Nancy Harris, managing director at Sage North America

● **The future of tax compliance with Avalara:** Learn about products and technologies that can simplify your compliance tasks now and in the future. This keynote will be presented by Sanjay Parthasarathy, chief product officer at Avalara.

“This year, Avalara CRUSH is designed to help attendees navigate the new rules that

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and more. The event will also include a performance from Grammy-nominated singer-songwriter Aloe Blacc, open to all attendees.

Follow Avalara

- Visit Avalara CRUSH Virtual at AvalaraCRUSH.com for access to special offers, updates on session topics, speaker announcements, and more. Register at no cost today.
- Twitter: For continuous Avalara CRUSH Virtual news and event updates, follow [@Avalara](https://twitter.com/Avalara) and join the conversations using [#AvalaraCRUSH21](https://twitter.com/hashtag/AvalaraCRUSH21).
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