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**Mary Girsch-Bock** • Feb. 01, 2022



Professionals on the Move is a round-up of recent hiring and promotion announcements in and around the tax and accounting profession.

**Whitley Penn Welcomes Shea Kracheck as Tax Partner**

Whitley Penn, recognized as one of the “Top 100 Firms in the U.S.” has welcomed

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Kracheck previously served as the President of the Commercial Real Estate for Women's Dallas Chapter (“CREW Dallas”) nonprofit organization and continues to serve on various committees. She is a member of the American Institute of Certified Public Accountants (AICPA), Texas Society of Certified Public Accountants (TXCPA), and the Dallas Chapter of TXCPA.

### **Danielle Berg Named President and Chief Experience Officer at MGO**

**MGO**, one of the fastest growing professional services firms in the country, recently announced that it has named accounting industry veteran **Danielle Berg** as its president and chief experience officer. Berg joins the firm as a partner with comprehensive responsibility for all aspects of the client and talent experience. She joins the firm from Aprio, LLP, where she led their transformative rebranding and growth, first as chief marketing officer and then as chief growth officer.

Additionally, Berg will be responsible for leading strategic growth, along with O'Connell, which includes expansion of MGO's footprint both nationally and internationally. Berg will also be responsible for opening the firm's southeastern regional headquarters, serving the Atlanta market and beyond.

### **Jeff Jackson appointed managing shareholder of respected accounting and advisory firm**

Sol Schwartz & Associates, one of San Antonio's largest locally based, independent accounting and advisory firms, recently named Jeff Jackson, CPA, the firm's new managing shareholder. Jackson joined the firm in 2002 and also leads its wealth transfer planning practice.

Jackson relies on his business and investment experience to guide his clients through complex issues, particularly in working with high-net-worth individuals, their families, and closely-held businesses, who call on his expertise in sophisticated tax

planning matters. He is an active member of the American Institute of Certified

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Science in Business Administration in accounting. Kim began her career in the accounting profession with a firm in San Diego, where she spent eight years developing her technical and interpersonal abilities as a trusted advisor. Kim's experience includes working with small business owners, high-net-worth individuals, professional athletes, and professional service firms.

Kim holds a Certified Public Accountant license, which she earned in March of 2014. Dedicated to serving the community and giving back through volunteerism, Kim is proud to serve on the Alumni Board and Intercollegiate Athletics Committee at her alma mater, SDSU.

### **CBIZ Expands Accounting Advisory Practice with the Addition of Michael O'Day**

CBIZ, part of the nation's 10th largest accounting and tax provider, has expanded its Accounting Advisory Practice with the addition of **Michael O'Day, CPA**. Mike has joined as a Managing Director and works out of both the Boston, MA and Providence, RI offices.

Mike joined CBIZ & MHM from a Big 4 firm, where he spent more than 13 years working with a range of public and private companies. His experience includes audit readiness and coaching clients through the initial public offering (IPO) journey, SEC comment letters and reporting requirements, mergers and acquisitions, debt and equity transactions, and accounting for other complex transactions such as revenue recognition and lease accounting. Mike received a Bachelor of Science in Business Administration (BSBA) in Finance and Accounting from Boston University.

Advisory • Firm Management

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