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has announced the return of CRUSH, its sixth annual tax and technology event. The virtual conference will take place May 17–18, 2022.

Apr. 11, 2022



[Avalara](#), a provider of tax compliance automation software for businesses of all sizes, has announced the return of CRUSH, its sixth annual tax and technology event. The virtual conference will take place May 17–18, 2022. The event is free; for more information, please visit [AvalaraCRUSH](#).

“Ecommerce has erased borders and created new channels for businesses of all sizes. At the same time, our omnichannel economy has created new and expanded compliance challenges,” said Scott McFarlane, co-founder and CEO of Avalara. “During this year’s global virtual event, we aim to help businesses understand the

global tax landscape and equip them with the tools they need to keep compliance

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- Miriam González Durántez, international trade lawyer with Cohen & Gresser, and founder and chair of Inspiring Girls International
- **Staying Ahead of Shifting Government Regulations:** Explore today's landscape, and what regulatory efforts might look like in the future. This session will be moderated by Siri Bulusu, former tax reporter with Bloomberg Industry Group. Learn from global compliance experts, including:
  - Daniel Bunn, VP, Global Projects at the Tax Foundation
  - Gino Dossche, principal, U.S. VAT practice at EY
  - Dr. Lindsey Piegza, chief economist for Stifel Financial
- **Discover the Value of Embedding Tax Within Finance:** Discover how businesses use technology to incorporate tax into their processes and generate powerful insights. This session will be moderated by Mickey North Rizza, program vice president, Enterprise Applications and Digital Commerce at IDC. Learn from global finance and technology experts, including:
  - Catherine Barba, pioneer of the digital revolution and expert in omnichannel retail and digital retail
  - Dara Meath, Divisional CIO, Digital/Ecommerce at Conair Corporation and Avalara customer
  - Paul Farrell, VP, Product Management at Oracle NetSuite

In addition, Avalara CRUSH Global will bring back CRUSH City, an experiential activity center with access to a variety of on-demand resources, including videos, podcasts, downloadable guides and reports, and more, specific to the needs of different industries and business sizes. New for 2022, attendees will have a distinct CRUSH City experience based on country or region, including Brazil, Europe, India, and North America.

Through CRUSH City, attendees will also have access to:

- **Industry Insights sessions:** Keynote sessions designed to deliver insights and

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[AvalaraCRUSH.com](https://AvalaraCRUSH.com).

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