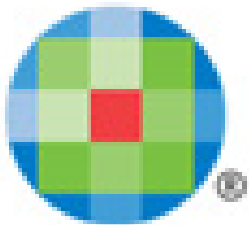


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changing strategic decisions within firms.

May. 23, 2022



Wolters Kluwer

[View the Archived Webinar](#)

This webinar was held on June 14, 2022.

Sponsor: Wolters Kluwer

Duration: 1 Hour

Over the last two years, we've seen firms adapt in remarkable ways. But as the industry has embraced new tools, we have encouraged firms to look further – not just at the demands of today, but at the possibilities of tomorrow. During this session, you'll explore important questions about how technology is changing strategic decisions within firms. We'll look far beyond remote work capabilities to consider what the future holds for firms who are adapting their processes around technology, including:

- Aligning your processes and culture around the latest technologies
- Using integration and data to address staffing challenges and meet client demands
- Leveraging emerging tech like blockchain for faster, higher-quality audits

Program level: Basic (no prerequisites required).

Field of Study: Information Technology

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public accounting working with both large firms PricewaterhouseCoopers and Ernst & Young, as well as experience in a smaller firm. During her time at Wolters Kluwer she has delivered several award-winning solutions to the audit industry, led multiple contextual design projects and most recently won the Wolters Kluwer 2019 Global Innovation Award.



Colleen Knuff

**Vice President, Product Management for Audit
Wolters Kluwer Tax & Accounting North America**

Colleen Knuff leads the strategic vision and voice of customer research for the external audit product portfolio. Colleen has been responsible for driving product strategy and direction, including in-depth involvement with new product ideas and development efforts. She has transformed a traditional internal audit software product into an innovative and flexible combined assurance platform and solution set that organizations from around the world can use to scale and grow their audit methodology and maturity. Colleen is a featured speaker at various conferences and podcasts on the topics of product management and trends in audit.



Nate Brown

**Vice President, Product Management for Firm Management
Wolters Kluwer Tax & Accounting North America**

Nate Brown is Vice President, Product Management for Firm Management at Wolters Kluwer Tax & Accounting North America responsible for the development and delivery of firm management solutions. Nate has been working directly with firms to transform their businesses from desktop to cloud-based solutions through product

management, sales and consulting roles. He is a sought-after speaker and a coach for

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Gail Perry is the editor-in-chief of CPA Practice Advisor. She also speaks at many accounting events, trade shows, and webinars. Gail is the author of over 30 books (including Mint.com For Dummies and QuickBooks 2014 On Demand), and she maintains a small tax practice. Gail is a graduate of Indiana University where she earned a bachelor's degree in journalism. She returned to school to study accounting at Illinois State University, earned her CPA, and worked for Deloitte in the Chicago tax department. She has taught college-level accounting principles and was on staff for 10 years at the Indiana CPA Society as a computer applications instructor. Gail was the publisher and editor-in-chief of AccountingWEB before joining the CPA Practice Advisor team.

This FREE online seminar is a continuation of the magazines' mission to provide unbiased, independent information on technologies available to practicing public accountants and tax professionals.

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