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## Alliance

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**Isaac M. O'Bannon** • Jun. 28, 2023



Geni Whitehouse, CPA.CITP, CSPM has been appointed president of the **Information Technology Alliance** (ITA), an independent membership association of leading mid-market technology professionals, consultants and product/service providers in North America, effective August 1, 2023.

Whitehouse's resume includes roles at Top 100 and niche accounting firms, accounting software developers, consulting and advisory practices, and private industry. She takes the helm at ITA with a mandate to help lead members through an unprecedented era of change, growth and transformation in the accounting and

technology sectors, from ongoing staff shortages to private equity investment in

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“Geni’s considerable experience working across our member types, from consulting resellers to large and smaller firms and technology solution providers gives her a unique 360 view of the distinct opportunities and challenges that are top of mind in our organization. I’m very confident of her ability to effectively lead as we continue to grow and enhance the value proposition for ITA members.”

“My career path and leadership development were guided and enriched in large part by my involvement as an ITA member many years ago, so today’s announcement, and career pinnacle, brings me full circle,” said Whitehouse. “ITA is a unique organization that blends professional education and training with industry networking, and provides a recurring venue to build lasting and valuable professional associations and friendships.

For many longtime members, ITA is a trusted collective for knowledge and information sharing – where members can help one another address business challenges and share best practices in ‘the vault.’ It’s truly a privilege to assume this leadership role in an organization in which I personally place such tremendous value.”

Whitehouse has a full docket of ITA initiatives to oversee as she takes the helm, including planning and upscaling the Spring and Fall Collaborative meetings, accelerating and innovating the burgeoning CAS track, continuing to grow the Consulting Reseller member section, and working to future-proof the organization during a time of rapid advancement in technology and accounting firm structure.

In her role, she will work closely with ITA Vice President Lissa Johnsen, as well as the

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ITA will convene it's Fall 2023 Collaborative on November 5-7 in St. Petersburg, FL. For more information on ITA, click [here](#).

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