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strategic direction of the organization.

Isaac M. O'Bannon • Jul. 10, 2023



The [Association for Accounting Marketing](#) (AAM), the leading association committed to providing educational opportunities and professional support for growth professionals in the accounting and advisory profession, has announced the appointment of eight new members to its Board of Directors.

The seven elected, first-term Board members-at-large include:

- JoLayna Arndt, Marketing Director for JLK Rosenberger
- Korby Boswell, Marketing and Growth Manager for Adams Brown
- Travis Bradshaw, Director, Software & Services Marketing for Armanino
- Allie Donahue, Senior Manager of Growth & Development for Mauldin & Jenkins
- Apoorv Dwivedi, Founder of Fixyr
- Rachael McGrew, Business Development Director for Landmark CPAs
- Beth More, Director of Marketing for Mazars US

The newly elected, first-term Treasurer is:

- Lucas LaChance, Partner, Practice Growth for Lane Gorman Trubitt

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- Crystal Mapp, Lead Marketing Account Manager for Wipfli (Secretary)
- Ralph MacNamara, Principal, Chief Growth Officer for Kaufman Rossin (Member-at-Large)
- Chris O'Day, Director of Marketing for LGA LLP (Member-at-Large)
- Brunella Reid, Chief Marketing Officer for Moore Colson CPAs and Advisors (Member-at-Large)
- Gabe Tevrizian, Director of Marketing for REDW (Member-at-Large)
- Mary Yanocha, Chief Marketing Officer for Global Tax Management (Member-at-Large)

As the governing body of AAM, the Board of Directors is responsible for guiding the strategic direction of the organization. Specifically, the leaders are committed to the career development of its members and elevating the accounting and advisory profession through thought leadership, education, resources and community.

Accounting • Marketing

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