



FOR IMMEDIATE RELEASE

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CPACA to Focus on Practice Transformation in 2024-25

Austin, TX May 1, 2024 - The CPA Consultants' Alliance (CPACA), a working group of CPA profession influencers and consultants united to further leadership within the CPA profession, recently held their annual meeting in Sarasota, Florida. Their focus was on the shifting landscape in accounting and the challenges and opportunities it presents to firm leaders.

2024 Focus: Practice Transformation

The mission of the CPACA is to explore leadership issues facing the profession and develop and share solutions that benefit practitioners. CPACA members support each member's growth and collaborate to make a difference in the communities they serve. To further this aim in 2024-25, CPACA members will strengthen the collaboration between CPACA member firms; expand member learning in areas important to accounting firm leaders; and enhance the health and wellness of its membership.

"Learning from one another through the CPACA helps each of us further develop as consulting leaders, which empowers us to serve accounting firms and the profession in even more meaningful ways," says Sarah Elliott, CPACA President. "By contributing our individual strengths and expertise in the spirit of collaboration, we can better understand the challenges our clients

face and provide them with more expansive solutions. These challenges present possibilities for transformation, and we are honored and excited to support the accounting profession through this time of rapid change.”

CPACA member learning will be focused in areas that are critical for leaders in the accounting profession including Diversity, Equity, Inclusion, and Belonging (DEIB); the accounting pipeline and how to attract and retain more accountants; business model transformation; and leveraging technology like artificial intelligence.

CPACA members were excited to learn about the launch of the [2024 Accounting MOVE Project](#), an annual benchmarking research and advocacy report that equips accounting and advisory firms to detect, develop, and drive competitive advantages from diversity initiatives and trends. With the demographics in the accounting profession showing most diverse groups are significantly underrepresented when compared to the US population and the politicization around DEIB, CPACA members strongly believe that doubling down on DEIB efforts is important for firm leaders to consider. It’s not only the right thing to do, but research shows that more diverse teams perform better and help attract and retain talent and clients.

They also explored the work of the [National Pipeline Advisory Group](#) (NPAG). NPAG’s mission is to increase the number of people attracted to a career in accounting and thereby increase the number of people who go on to become licensed. Every individual can help grow the pipeline, and when efforts are united and resources are pooled, it drives real change and success for the profession. NPAG has launched two surveys - a [national survey](#) for all stakeholder groups except students and a [student survey](#) for any current college student or intern. Survey data will help the group gather feedback and prioritize solution ideas. CPACA members encourage firm leaders to take the survey and share it with their firm’s team members as well.

One key aspect of business model transformation that CPACA members support their clients with is technology. Although some firms are taking a “wait and see” approach, CPACA members encourage firm leaders to enable new technology as quickly as possible. Technology has the power to create capacity, efficiencies, and access to information.

Changing CPACA Leadership

CPACA members also elected the following slate of officers to guide their initiatives and discussions in 2024-25:

- **Sarah Elliott**, Co-founder and Principal, Intend2Lead, LLC – *President*
- **Arianna Campbell**, Shareholder and Chief Operating Officer, Boomer Consulting, Inc. – *Vice-President/Meetings Chair*
- **Renee Moelders**, Partner, ConvergenceCoaching, LLC – *Secretary/Treasurer*
- **Tamera Loerzel**, Partner, ConvergenceCoaching, LLC – *Past-President/Membership Chair*

About the CPA Consultants’ Alliance

The CPACA was formed in 2012 with the purpose of exploring leadership issues facing the public accounting and consulting profession and developing and sharing solutions that benefit CPA and

consulting firm leaders as well as their own businesses. The group's vision is to inspire positive change in the CPA profession by finding ways to collaborate to bring solutions to the firms they serve that will educate, motivate, and increase the wisdom of current and future leaders.

The CPACA's [members](#) are successful consultants within the CPA profession. Members' expertise includes CPA firm strategic and succession planning, leadership development, practice management, growth, sales and marketing, information technology, talent management, learning and development, coaching, mergers and acquisitions, diversity and inclusion, and more.

Be sure to look for CPACA members at the [AICPA ENGAGE24 Conference from June 3-6 in Las Vegas](#) and other conferences around the profession this spring!

For more information about The CPACA and its members and to stay connected, please:

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