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## CPA Consultants' Alliance Integrates Next Generation Participants - Expands Membership

San Diego, CA May 2019 – The CPA Consultants' Alliance (CPACA), a working group of thought leaders united in their efforts to further leadership within the CPA profession, recently integrated in their CPACA Next group, to create one unified group of consultants working to drive meaningful change in the accounting profession.

### **Including the Next Generation of Voices**

The CPACA Next group was established in 2018 with an eye toward strengthening the connection between current and emerging CPA leaders and building succession in the ranks of consultants to the profession. The group was composed of newer consultants and industry leaders who could provide a fresh perspective on the group's work with the profession.

By formally integrating members of the CPACA Next group into the CPACA, the CPACA expands its group by three professionals who are committed to helping accounting firms become future-ready.

### **New Members Added**

The CPACA is happy to announce the addition of these three new members:

#### **Arianna Campbell, [Boomer Consulting, Inc.](#)**

Arianna joined Boomer Consulting 2008 after a career in advertising. She helps accounting firms challenge the status quo by leading process improvement initiatives. She also facilitates the development and cultivation for future firm leaders in The P3 Leadership Academy. Arianna received her Lean Six Sigma Green Belt from The Ohio

State University, and her Lean Six Sigma Black Belt certification from the University of Georgia.

“It is an honor to become a member of the CPA Consultants’ Alliance. I look forward to sharing insights and working together to make a continued impact on the profession.”

**Sarah Elliott, ACC, CPA, [Intend2Lead LLC](#)**

In 2016, after a 14-year career in public accounting, Sarah co-founded Intend2Lead, a leadership development firm that coaches CPAs to access the Dimension of Possible, with fellow executive coach, Brian Kush. Through one-to-one coaching, group learning and innovation labs, Intend2Lead co-creates unique solutions with their clients to translate their vision into reality. Elliott is an author, speaker and instructor on coaching and leadership development and an advocate for women in professional services. She holds a Graduate Certificate in Executive and Professional Coaching from the University of Texas at Dallas and is a credentialed coach through the International Coach Federation.

“I’m thrilled to be able to contribute to this incredible organization of people who share the same passion for supporting positive change in the accounting profession.”

**Renee Moelders, [ConvergenceCoaching, LLC](#)**

Renee joined ConvergenceCoaching, a leadership and management consulting firm dedicated to helping leaders achieve success, in 2014 after many years working in firm administration for accounting firms around the country. She is a frequent speaker, facilitator and writer on topics impacting CPA firm leaders and offers practical strategies for improvement and change. Renee is an active member and leader in the CPA Firm Management Association and serves on the planning committee for the BDO Alliance HR Roundtable.

“I’m excited by this opportunity to collaborate with such a strong group of CPA profession thought leaders to make a bigger difference for our clients and all the firms with whom we interact.”

For a complete list of CPACA members, their bios and blogs, visit the [CPACA Website](#).

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**About The CPA Consultants’ Alliance**

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

benefit practitioners. [Resources](#) developed by CPACA include a [video series](#), *Issues and Answers: Insightful Solutions to Today's Biggest Challenges*, a [book](#), *Bridging the Gap: Strengthening the Connection between Current and Emerging Leaders in the CPA Profession*, and [three whitepapers](#), *How to Beat The Robots: The Accounting Industry's Big Shift from Compliance to Consulting*, *What Drives Happiness at CPA Firms*, and *CPA Firm Leadership: Communication Drives New Possibilities*. The group's vision is to inspire positive change in the CPA profession by collaboratively establishing tools and content that will educate, motivate and increase the wisdom of current and future leaders.

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