

Michelle Golden, CPF

President

Michelle's organizational consulting and web marketing companies work exclusively with professional service firms throughout the US and abroad.

Since she started consulting in 1999, Michelle has helped 100 firms achieve results that include: doubling revenue, attracting top talent, aligning management, increasing proposal wins, developing and launching new products, consistently improving customer relationships and succeeding with social media.

Michelle facilitates, teaches, and serves professionals from solos to Big 4. She is an IAF Certified Professional Facilitator and a seasoned professional service firm marketing executive.

Her frank, logical demeanor and sound understanding of how to help firms succeed earn her, and her team, recognition as a trusted authority and a valued resource. Evidence of this is Michelle's high-traffic blog, Golden Practices (.com), that is read and respected by David Maister, Gerry Riskin, Pat McKenna, and other experts in professional service firm operations.

Michelle is a frequent speaker for top CPA and law firm associations, state CPA societies, lawyer groups, and marketing organizations including International Association of Business Communicators and Association for Accounting Marketing. She has been commissioned by the AICPA to develop a comprehensive social medial toolkit, a PCPS member benefit.

Not one satisfied with status quo, Michelle is a senior fellow of VeraSage Institute, the think tank founded by author and change agent, Ron Baker, to promote operational practices that advance the professions.

An early adopter in social media, Michelle founded Association for Accounting Marketing's (AAM) first discussion list. She served AAM as a two-term board member and officer, led several committees, and was named 2001 AAM Volunteer of the Year.

She is a former board member of the International Association of Facilitators (IAF) and the organization's immediate past U.S. Regional Representative.

Her 20+ year career includes leading the marketing departments of an 80-person CPA firm and a 400-person law firm. For 10 years prior, she was an accountant in the headquarters of two public healthcare companies.

A native of Orange County, California, Michelle transplanted to Missouri in 1990. She attended Irvine Valley College and Columbia College majoring in business with a dual emphasis in marketing and management. She now lives in St. Louis with her husband and three of her four children. Her eldest serves in the US Army.

Her work and opinions are featured in publications around the world:

- ABA, Law Practice Management
- National Law Journal
- Journal of Accountancy
- Practical Accountant
- Accounting Today
- AICPA's CPA2Biz
- CCH's CPA Practice Management Forum
- INSIDE Public Accounting
- St. Louis Business Journal
- Memphis Business Journal
- Recovery Magazine (Europe)
- Syriez Magazine (Japan)



"...always worth reading..."
—David Maister
Author, Consultant

"First class material and well-presented."
— Glen Wigney, CPA
Deloitte

"A true strategic asset."
—Tim Cole, CPA
Virchow Krause

"Honest communication on tough issues."
—Becky DaVee, CPA, RCO

"...knows our industry inside and out...one of the very few who consult to [CPAs] that I'd hire myself!"
—Allan Boress, CPA,
Author, Consultant

"...the best session we ever had at any of our twice annual worldwide conferences..."
—Howard Wilkinson, CA
Mercer & Hole (UK)

"I think you were the answer to our prayers!"
—Sheryl Rowling, CPA, CFP
Rowling Dold Assoc.