



Michelle Golden, CPF

President

Michelle is a growth and operations strategist with a deep knowledge of professional firms. On the forefront of innovative practice management approaches, she is a senior fellow of VeraSage Institute, the think tank for advancing the professions. For her thought-leadership, she's named in *Accounting Today* among ten "Most Powerful Women in Accounting" (2009) and "Top 100 Most Influential People in Accounting" (2010 & 2011).

She puts her keen observational skills and years of professional firm experience to work exclusively for accounting and law firms. She provides strategic consulting, education and lots of facilitation around planning, positioning and pricing, communications and messaging (both online and off). As a Certified Professional Facilitator, she brings groups to paths of progress in a constructive manner.

Her frank demeanor and sound understanding of how to help firms succeed earns Michelle recognition as a trusted advisor and confidant for firm owners and management. Her high-traffic blog, Golden Practices (.com) and other writings are hailed by veteran advisors in the professional firm space and by marketing experts across all sectors. Michelle consults internationally, positively impacting firms with results such as: doubling revenue, attracting top talent, effectively communicating differentiation (online and off), increasing proposal results, strategizing new product development and launch, repairing service gaps, and strengthening firms' relationships with their clients.

Michelle is author of *Social Media Strategies for Professionals and their Firms* (2010, John Wiley & Sons) and co-authored *Bull's Eye!: The Ultimate How-To Marketing & Sales Guide* (2010, AICPA). She also developed the AICPA's comprehensive *Social Media Toolkit* for their PCPS Section members. She's a frequent speaker for CPA and law firm associations, state societies, and organizations such as International Association of Business Communicators and Association for Accounting Marketing.

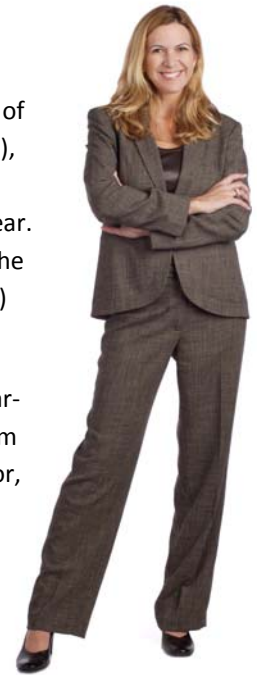
Michelle served several terms on the board of Association for Accounting Marketing (AAM), founded AAM's first online community, and was named AAM's 2001 Volunteer of the Year. Also a past director on the global board of the International Association of Facilitators (IAF) she served as U.S. Regional Representative.

Her 25+ 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. Attending Irvine Valley College and Columbia College, she majored in business with a dual emphasis in marketing and management. And she's a mom to four.

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

- ABA, Law Practice Management
- National Law Journal
- Law.com
- AmCity Business Journals
- One+ (MPI's magazine)
- Public Relations Tactics (PRSA)
- Accounting Today & WebCPA
- Accounting Tomorrow
- AICPA's CPA2Biz
- CCH Partners Magazine
- CPA Practice Management Forum
- Journal of Accountancy
- Journal of Tax Practice Management
- INSIDE Public Accounting
- Practical Accountant
- CGA Canada Magazine
- Recovery Magazine (UK)
- Syriez Magazine (Japan)



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

"A true strategic asset."
—Tim Cole, CPA, Gurrie

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

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

"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 Total Rebalance Expert

"Practices what she preaches, and what she preaches packs quite a punch."
—Jonathan Liang, Partner CTB Financial