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Katie Tolin Named Marketer of the Year

Marketing Director for Rea & Associates, Inc. honored during the Association for Accounting Marketing conference

Washington, DC – Katie Tolin, marketing director for Rea & Associates, Inc. in New Philadelphia, O.H., was honored as the 2010 Marketer of the Year. Tolin was first nominated by her peers, and then selected by a panel of judges, themselves leaders in professional services marketing, for the top honor.

As Rea's first-ever marketing professional, Tolin has worked to build a marketing and growth culture, helped formalize industry niches, assisted in the development of the firm's strategic plan, initiated a brand enhancement campaign and redesigned and optimized a Web site that serves as a lead generation tool. In addition, she has developed and planned successful internal sales campaigns, helped launch new divisions of the firm, oversees the firm's pipeline and tracks and helps drive growth within the firm's various business segments.

A member of the AAM board since 2007, Katie currently serves as the liaison to the communications committee, a committee that she chaired for three years and will rotate into the AAM Secretary position on July 1. In addition, she is chair of the marketing committee for Moore Stephens North America and is a member of the board of directors for Junior Achievement of East Central Ohio where she serves on the executive committee and heads the organization's marketing committee.

Tolin received her award at the 21st Annual AAM Summit in Washington, DC on June 24, 2010. The award is sponsored by CPA Practice Management Forum, the only independent newsletter focusing on exclusively on successful marketing strategies within CPA firms.

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The Association for Accounting Marketing is the only association in the country formed specifically to provide accounting marketers with the tools for professional growth and success. The association's more than 800 members are comprised of marketing professionals, CPAs, consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers. To learn more about AAM, please call 856-793-0806 or visit accountingmarketing.org.