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**Leslie Leach Honored As Rookie of the Year**

*Armanino McKenna, LLP, Manager of Marketing and Business Development recognized for short-term success by Association for Accounting Marketing*

**Washington, DC** – Leslie Leach, Manager of Marketing and Business Development for Armanino McKenna, LLP in San Ramon, CA, was named Rookie of the Year by the Association for Accounting Marketing (AAM) for going the “extra mile” to contribute to the firm’s success within the first two years of her marketing role.

Leach joined Armanino McKenna in August 2009 as a senior staff member in marketing and business development and was quickly promoted to manager less than five months after her start date. She is responsible for driving marketing initiatives and generating business opportunities for the consulting department at Armanino McKenna. Leach came to Armanino McKenna after running her own catering business for four years managing all aspects of the business including sales and marketing. She spent four years with the Clorox Company in brand management and other marketing positions where she led a \$40 million dollar new product project. In addition, she held business analyst positions prior to Clorox. Leach earned her MBA at The Anderson School at UCLA and her undergraduate degree at The University of Pennsylvania.

Leach has made an impact at Armanino McKenna in a short period of time. She developed a department wide marketing plan and calendar for their Consulting department, and she worked individually with Partners and Managers to help them be productive business developers. She conceived and executed the idea of a call-a-thon to follow up on a marketing campaign, in which she brought together more than 50 of the firm’s Partners and Managers, trained them in cold calls, provided incentives and motivation, and delivered more than 20 prospective client meetings for the firm. As a result of Leach’s marketing programs, coaching of their team, and her individual prospecting efforts, Armanino McKenna has nearly doubled the size of their Consulting department pipeline in the eight months that she has been with them.

Leach was honored at the 21<sup>st</sup> Annual AAM Summit on June 24, 2010, in Washington, DC.

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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](http://accountingmarketing.org).*