

# About *Your Hosts*



As the Director of Sales for Moss Adams LLP, **Scott Jensen** has passionately constructed a firm-wide integrated business development culture that aligns marketing, sales, and service. His efforts include implementing a sales training and coaching program, building sales tools and infrastructure, establishing the forward-looking accountability inherent in a sales pipeline for all selling professionals, and creating a sense of celebration that promotes the changes and successes. With a BA from Iowa State University and an MBA from the University of St. Thomas, Scott has more than 12 years experience working in professional services, including Moss Adams, Ernst & Young and Stoel Rives. Prior experience includes almost 20 years as an international arms merchant. He is also a proud father of three adult children (a professor, a naval officer, and an attorney) who still like him and is blissfully married to his high-school sweetheart for almost 32 years.



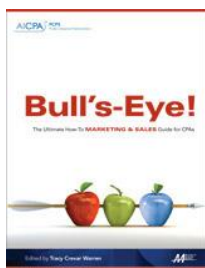
**Suzanne Lowe**, the founder of Expertise Marketing LLC, is a highly regarded consultant, author and speaker on professional service marketing strategy. She is the author of *Marketplace Masters: How Professional Service Firms Compete to Win* (Praeger Publishers: 2004), and *The Integration Imperative: Erasing Marketing and Business Development Silos -- Once and for All -- in Professional Service Firms* (Professional Services Books: 2009). She also publishes a monthly newsletter, The Marketplace Master™ and blog The Expertise Marketplace™. Lowe speaks for leading trade associations and in-house audiences, and writes for premier publications, including the *Harvard Business Review* and *BusinessWeek*. She facilitates Roundtables of Chief Marketing Officers from some of the world's most prestigious professional service firms.



**Russ Molinar** has been active in marketing, business development, and consulting for over 24 years, including the past 17 years with professional services firms. Currently, he is a Director in the Client Programs group within Ernst & Young's Global Markets organization. He has served in a variety of local, national and global roles for Ernst & Young for over 10 years. Previously, he served as the Director of Marketing & Practice Development for Plante & Moran, PLLC, one of the 12 largest accounting firms in the U.S. He also served as a consultant to professional service firms with PDI Global, Inc. and as the first Marketing Manager for Skoda, Minotti, Reeves & Co., a local accounting firm in Cleveland, Ohio. Russ has been active in the accounting marketing profession, including serving as past president of the Association for Accounting Marketing and being inducted into the Accounting Marketing Hall of Fame. Russ can be reached at 216.583.8816 or at russ.molinar@ey.com.



Founder of The Crevar Group, **Tracy Crevar Warren** helps professional services firms win more new business and build more profitable practices. A sought-after consultant, facilitator, author and speaker, she advises clients on practice growth through marketing, sales and client service. With a proven track record and positive high-energy style, she inspires and empowers local, regional, national, and international groups to do more of the work they love. She has just edited her first book *Bull's-Eye! The Ultimate How-To Marketing & Sales Guide for CPAs* produced by the AICPA and AAM. A pioneer in the field of professional services marketing and sales she has been named by *Accounting Today* as one of the 100 Most Influential People in the accounting industry, and has been inducted into the Hall of Fame for the Association for Accounting Marketing (AAM). For over a decade she served as the chief marketing and business development officer for Dixon Hughes, and helped the firm grow from less than \$10M to one of the nation's largest super-regional firms. She can be reached at 336.889.GROW (4769) or www.thecrevargroup.com.



All of today's hosts are featured in the new book ***Bull's Eye! The Ultimate How-To Marketing & Sales Guide for CPAs*** produced by the AICPA and AAM. To be released at the 2010 AAM conference, this compendium of marketing know-how shows you how to build your marketing team, implement marketing techniques that get you noticed, connect the dots between marketing and sales, measure results, and much, much more. To purchase the book, visit the AAM booth in the exhibit hall during the conference or go online to [cpa2biz.com](http://cpa2biz.com).