



Biography -- For Accounting & Financial Services

130 words -- focus on Integrative Advisory Services

Amy Vetter, CPA.CITP, CGMA, is the CEO of The B³ Method Institute, corporate board member and author of the book *Integrative Advisory Services: Expanding Your Accounting Services Beyond the Cloud*, published by Wiley. She is an inspirational keynote speaker on the power of human connection, the mindful use of technology, the cultivation of supportive career networks, and business transformation through technology innovation and soft skill development. Amy has been named one of the “**Most Powerful Women in Accounting**” by the AICPA and *CPA Practice Advisor* and recognized as a “**Top 100 Most Influential Person**” by *Accounting Today*. Amy shares her accounting and business insights as a contributor to AICPA’s Journal of Accountancy, Accounting Today, CPA Practice Advisor as well as Inc.com and Entrepreneur.com. Learn more at www.amyvetter.com.

140 words -- focus on Business, Balance & Bliss

Amy Vetter, CPA.CITP, CGMA, is the CEO of The B³ Method Institute and Drishtiq Yoga, a keynote speaker, a corporate board member, and author of the book *Business, Balance & Bliss: How the B³ Method Can Transform Your Career and Life*. She is an inspirational speaker on the power of human connection, the mindful use of technology, the cultivation of supportive career networks, and business transformation through technology innovation and soft skill development. Amy has been named one of the “**Most Powerful Women in Accounting**” by the AICPA and *CPA Practice Advisor* and recognized as a “**Top 100 Most Influential Person**” by *Accounting Today*. Amy shares her accounting and business insights as a contributor to AICPA’s Journal of Accountancy, Accounting Today, CPA Practice Advisor as well as Inc.com and Entrepreneur.com. Learn more at www.amyvetter.com.

300 words -- focus on Business, Balance & Bliss and Integrative Advisory Services

Amy Vetter, CPA.CITP, CGMA, is the CEO of The B³ Method Institute and Drishtiq Yoga, a corporate board member and a transformative keynote speaker. As a CPA and Yogi -- who specializes in Technology Innovation - Amy provides a unique perspective that inspires and guides financial professionals on how to transform their businesses, and live a more fulfilled, connected and successful life in their careers, companies and firms. Amy’s speaking programs include topics on Business, Balance & Bliss, cultivating supportive career networks, the mindful use of technology, and the latest technology trends and their impact on financial professionals.

Amy’s experience spans serving as a c-suite executive and leader overseeing customer, sales, education, and marketing functions in accounting technology companies. She has also served as a partner in a regional CPA Firm, and owned and operated her own accounting practice.

Amy has authored two books, including: *Integrative Advisory Services: Expanding Your Accounting Services Beyond the Cloud*, published by Wiley. It is the CPA, and accounting professional’s guide to the future of delivering advisory services to their clients with the rise of technology-driven DIY



AMY VETTER

financial services. Amy also authored the book: *Business, Balance & Bliss: How the B³ Method Can Transform Your Career and Life*.

Amy is a member of the AICPA IMTA Exec committee where she leads the Technology Innovations Taskforce and is a member of the AICPA's Tech+ conference planning committee. She is also a corporate board and advisory member for a variety of companies.

She has been named one of the “**Most Powerful Women in Accounting**” by the AICPA and *CPA Practice Advisor* and recognized as a “**Top 100 Most Influential Person**” by *Accounting Today* repeatedly. Amy regularly contributes her insights to *AICPA's Journal of Accountancy*, *Accounting Today*, and *CPA Practice Advisor*.

Learn more at www.amyvetter.com and follow @AmyVetterCPA on social media.

425 words -- focus on both Business, Balance & Bliss and Integrative Advisory Services

Amy Vetter, CPA.CITP, CGMA, is the CEO of The B³ Method Institute, which provides ongoing learning to help you achieve your desired potential in your career and personal life. As part of The B³ Method Institute, Amy is a transformational leadership and TEDx speaker, accomplished CPA and accounting tech business executive, and a published author in the accounting industry.

Amy has been named repeatedly one of the “**Most Powerful Women in Accounting**” by the AICPA and *CPA Practice Advisor* and as a **Top 100 Most Influential Person** by *Accounting Today*. Amy is a key influencer who regularly shares her business and accounting insights via *AICPA's Journal of Accountancy*, *Accounting Today*, *CPA Practice Advisor* as well as *Inc.com* and *Entrepreneur.com*.

Amy is an accomplished c-suite executive and board member with deep experience in cloud technology and transformation, and creating go-to-market (GTM) strategies to scale businesses nationally and internationally. Amy has held leadership roles overseeing sales, education, marketing, and advisory services functions at accounting software companies, as a partner in a CPA Firm, and when she owned and operated her own national accounting and advisory services practice.

As a member of the AICPA IMTA Executive committee, Amy leads the Technology Innovations Taskforce. She is also a member of the AICPA's Tech+ conference planning committee. Additionally, Amy has been a part of the AICPA's key blockchain initiatives, including: AICPA's Blockchain Symposium, and as a technical reviewer and a speaker for the AICPA's Blockchain Fundamentals Program.

Amy is the creator of the B³ Method and authored the book *Business, Balance & Bliss: How the B³ Method Can Transform Your Career and Life*. In her book, Amy created a methodology, backed by scientific research, on how to live a more authentic life and achieve work-life harmony based on her own career journey as a CPA, entrepreneur and corporate executive and those experiences of other successful business leaders. To share her message more broadly, Amy presented the Audience Choice award-winning TEDx Talk, “Disconnect to Connect: The Path to Work-Life Harmony.”

Amy's second book entitled, *Integrative Advisory Services: Expanding Your Accounting Services Beyond the Cloud*, is published by John Wiley & Sons. As technology replaces much of the traditional data entry tasks of accounting professionals, there is one thing it cannot replace: human connection.



AMY VETTER

This book is the CPA, accounting professional and bookkeeper's 'how-to' guide to becoming a "Cherished Advisor" -- a highly valued, strategic advisor who is a critical component to their clients' success.

Learn more at www.amyvetter.com and follow @AmyVetterCPA on Facebook, Instagram, LinkedIn and Twitter.

