

Amy Vetter's Biography

Amy Vetter, CPA, CITP, CGMA, MBA, is the CEO of The B³ Method Institute and B³ Yoga, which provide ongoing learning to help people in all industries and career levels to achieve their desired potential in work and life.

Amy is a transformative keynote speaker, consultant, board member, author, and host of the podcast, [Breaking Beliefs](#). As the creator of the B³ Method[®] for Business, Balance & Bliss, Amy has inspired thousands of people at hundreds of events on the mindful use of technology, change management, connected leadership, mindfulness in the workplace, and work-life balance.



As a CPA, Amy is also a key influencer in the accounting and finance profession. She has been named one of the **“Most Powerful Women in Accounting”** by the AICPA and *CPA Practice Advisor* and a **Top 100 Most Influential Person** by *Accounting Today* multiple times. Amy also 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*.

Amy is a member of the AICPA Council, a Board Member for the Ohio Society of CPAs, and a member of the AICPA's Engage Tech+ conference planning committee. Additionally, Amy has been a part of the AICPA's key blockchain initiatives, including: AICPA's Blockchain Symposium, technical reviewer and speaker for the AICPA's Blockchain Fundamentals Program.

With an MBA and deep entrepreneurial roots, Amy is a skilled c-suite executive and corporate board member. She has 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 the creator of the B³ Method, Amy 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. This book is 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 award-winning TEDx Talk, “Disconnect to Connect: The Path to Work-Life Harmony.”

Amy’s second book *Integrative Advisory Services: Expanding Your Accounting Services Beyond the Cloud*, is published by John Wiley & Sons. In her book, she explores that while technology is replacing much of the traditional data entry tasks of accounting professionals, there is one thing it cannot replace: human connection. 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.

Amy has been recognized by many organizations. Most notably as the:

- Most Powerful Women in Accounting by the AICPA & *CPA Practice Advisor* (2022 - 2016)
- Top 100 Most Influential People in Public Accounting by *Accounting Today* (2019, 2017 - 2015)
- Most Compelling Presentation Award Winner at the 2018 AICPA Executive Roundtable
- Audience Choice Award Winner for the TEDx Cincinnati Salon (2017)
- Outstanding 40 under 40 by *CPA Technology Advisor* (2009, 2006)

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