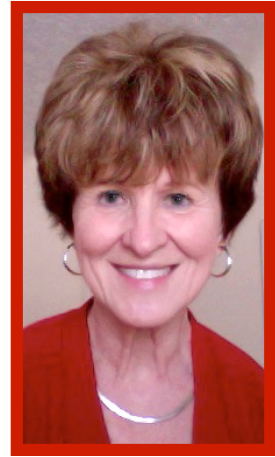


# Rita Keller

**Keller Advisors, LLC**  
Leading Change for CPA Firm Leaders



## Profile

Rita Keller is a nationally known CPA firm management consultant, speaker and author. She is a former shareholder and Chief Operating Officer of a successful, regional CPA firm and has over 30 years' hands-on experience in the management, marketing, technology and administration of a successful firm.

Rita is widely known for her leadership, presentation and implementation skills and her passion for CPA firm management. She works as a change agent for firms throughout the country focusing on the people, internal management, operational, implementation and partner issues. She also provides a mentoring/coaching program for the firm's management team. Rita provides unique facilitation for partner retreats, bringing the people issues, succession issues and processes into the spotlight.

As a facilitator and speaker, Rita has been featured at nearly every prominent management conference, such as Management Summit, The Advisory Board's Forum for Women in Accounting, AICPA Forum on Staffing Issues, the AICPA Practitioners' Symposium, the AICPA Leadership Forum, the AICPA National Advanced Accounting Technical Symposium, The Association for Accounting Marketing, and The Association for Accounting Administration National Management Conference, plus numerous CPA firm association and state society management meetings.

Rita has frequently been named one of the **Top 100 Most Influential People in Accounting**. She recently received the **Everest Award** from Management Summit, established to recognize major/ongoing contributions to the CPA profession and the Association for Accounting Administration **ACE Award** for achievement, commitment and excellence in CPA firm management and administration. In December 2009, her popular daily blog, devoted to CPA firm management, was named one of the **Top 50 Blogs for Accountants** and in June 2010 one of the **Top 100 Accounting Advice Blogs**.

She serves on the AICPA Practitioners' Symposium Committee as past-Chair and is also on the advisory board of *CPA Practice Management Forum*, the *AICPA Seasonality Success newsletter* and the *Accounting Today Advisory Group*. Rita served on the national Board of Directors of The Association for Accounting Administration for seven years, two of those years as National President and is past-president of the Indiana Chapter and cofounder of the Ohio Chapter. Rita is a contributing author to the AICPA MAP Handbook, AICPA PCPS Human Capital Center and has been featured on the cover of *The Practical Accountant*. She is often quoted in CPA management publications, Internet newsletters, blogs, Facebook and Twitter. Her articles are featured monthly in *Accounting Office Management and Administrative Report*. She has been featured four times in the *Journal of Accountancy* (February 2009, April 2007, September 1999 and September 1997) and authored the article, *Make the Most of Mentoring*, for the August 2008 issue of the *Journal*.

As a member of The New Horizon Group, comprised of some of the most respected consultants to the CPA profession, Rita is able to maintain a keen sense of what CPA firms are facing nationwide.

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