



FOR IMMEDIATE RELEASE

Three Allinial Global Member Firms Honored with AAM Marketing Achievement Awards

ATLANTA, GEORGIA June 4, 2021 — Allinial Global is pleased to share that three of its member firms received Marketing Achievement Awards from the Association for Accounting Marketing (AAM) at its annual Summit last week.

Congratulations to the following firms:

- ▶ BPM LLP — Diversity, Equity, and Inclusion: Internal or External Program or Initiative
- ▶ EisnerAmper LLP — Events: Budget above \$25,000
- ▶ Herbein + Company, Inc. — Integrated Marketing Campaign

In addition to their event category win, EisnerAmper LLP also took home an individual marketing achievement award with Kristen Lewis, Director of Marketing, being inducted to the AAM Hall of Fame.

AAM is a national trade association of marketing, business development, and growth strategists dedicated to promoting excellence and elevating the stature of marketing, business development, and other practice growth professionals. At last week's Summit, AAM presented twenty-five awards to outstanding accounting marketers to honor excellence in advertising, branding, business development initiatives, collateral and content marketing, events, marketing and PR campaigns, video and multimedia, websites, and corporate social responsibility. This year also featured two new categories: best 2020 pivot, and diversity, equity, and inclusion.

Judges reviewed 92 entries and selected winners based on evidence of accomplishing a specific goal or objective, strategic execution of the project, and measurable results. Congratulations to this year's winners!

"Once again Allinial Global members are distinguishing themselves as leaders in key aspects of strategy, communication, and engagement. I'm pleased to see our member firms earn recognition for their groundbreaking initiatives, but I'm even more excited about how these initiatives enrich firm culture, client service, and practice growth. That impact is where Allinial Global members truly excel."

—Mark Koziel, President & CEO, Allinial Global

About Allinial Global:

Allinial Global is a member-based association dedicated to the success of independent accounting and consulting firms. Founded in 1969, this strategic affiliation of legally independent accounting firms has a mission to foster the independence, profitability, and continuous improvement of its members. Allinial Global is two hundred and forty-eight members strong and growing, with locations throughout the world generating over \$4 billion in collective revenues. With dedicated regional liaisons who have extensive connections throughout the Americas, EMEIA (Europe, the Middle East, India, and Africa), and the Asia Pacific region, members of Allinial Global are committed to providing the most agile, flexible, and client-centric solutions anywhere, anytime.

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