



SPEAKER: BONNIE BUOL RUSZCZYK

Bonnie is a dynamic speaker and an empathic leader whose audiences leave feeling entertained, understood and empowered with specifically actionable information. In addition to speaking before myriad firms, some of her previous audiences have included the AICPA, the Association for Accounting Marketing, CPAmerica, Accounting Today's Growth and Profitability Summit, Legal Marketing Association NE Conference and various state societies. She is happy to customize a topic for your firm or group as needed. Some of her previous presentations include:

- The Vital Role of Marketing in Succession Planning
- Content Marketing and Social Media for Professional Services Firms
- LinkedIn Benefits and Practical "How To" Information
- Making your Website a Business Development Tool
- How to Create and Implement a Marketing Plan
- Marketing 101 for CPAs and Attorneys
- Leveraging Your Relationships to Get New Clients
- Elevate Your Role and Get the Respect You Deserve

PRAISE FROM PREVIOUS AUDIENCES

She had some great insights into the world of marketing and terrific presentation skills. Her experience with accounting firms is invaluable – she was able to tailor her presentation to our needs and weaknesses to provide insightful recommendations. I would make a point of attending another of her presentations – she's wonderful!

I asked Bonnie to lead the attendees in a discussion regarding social networking and branding yourself. It was riveting.

She had fresh, insightful, interesting content, and she was a natural in front of our group. Bonnie has an engaging presentation style that kept our attention.

Bonnie facilitated our marketing retreat and assisted us in the development of a new marketing strategy. We have been focused on transforming our firm's approach to marketing, and Bonnie has been a resource for every step of the process.

Bonnie Buol Ruszczyk (like rustic without the "t") is the founder and owner of bbr



companies llc. After having built a widely recognized and respected marketing firm, she decided to make a big change in 2017 and scale her business back so she could focus on what she does best and brings her the most joy. And thus her part-time chief marketing officer service was born.

Bonnie quite literally wrote the book on online marketing for accounting firms, *Take Your Marketing Online: Proven Ways to Grow Your Firm in the Digital Age*, at the request of the AICPA. She is a regular contributor and quote source for *Social Media Today*, *Accounting Today*, *Entrepreneur*, *US News & World Report*, *CPA Practice Advisor* and other industry-related publications and websites. She has also been recognized as one of *Accounting Today's* Top 100 Most Influential People (2012, 2013, 2016), Volunteer of the Year by the Association for Accounting Marketing and one of *CPA Practice Advisor's* Most Powerful Women in Accounting (2015, 2016).