

Bill Reeb, CPA, Co-Founder and CEO, Succession Institute, LLC



Bill has been consulting for three decades to all sizes of businesses, from Mom and Pop operations to *Fortune 100* companies, primarily in the areas of organization, automation, and revenue generation. He decided to add the credentials of CPA behind his advisory work and became a CPA in 1986. Prior to his life as a CPA, he worked for IBM in sales back in the late 70's. As an entrepreneur, Bill has founded eight small businesses in the retail, software development, and services sectors, including his recently launched consulting firm - Succession Institute, LLC.

As an award-winning public speaker, Bill lectures throughout the U.S. and Canada to thousands of executives and CPAs each year. In addition, he has been featured on numerous video-taped and live television programs. As an award-winning author, Bill is internationally published, with around 200 columns and articles on a variety of management topics to his credit. Besides being published by various magazines, journals and newspapers, his newest book, published in July of 2005 by PCPS/AICPA, is titled *Securing the Future: Building a Succession Plan for Your Firm*. Bill has also written three editions of his first book, called *Start Consulting; How to Walk the Talk*, published by the American Institute of CPAs (AICPA) in the US and by the Certified General Accountants (CGA) in Canada.

Bill is an active volunteer within his profession, having served in many leadership roles in the AICPA such as being a current commissioner of the National Accreditation Commission (NAC). He has also served in numerous other roles including being a member of AICPA Council several times, a member of Strategic Planning and Chair of the Consulting Services Committees. On a local level, Bill has been a member of the Executive Board, Strategic Planning, and Chaired several Technology Committees for the Texas Society of CPAs. Additionally, he has been honored by being named as a CPA Ambassador, was presented the Pathfinder Award and served as the Texas Vision Delegate. *Accounting Today* has recognized his efforts by listing him as one of the *Top 100 Most Influential CPAs*, *CPA Magazine* has named him as one of the *Top 100 Most Influential Practitioners*, and *Inside Public Accounting* has listed him as one of the accounting profession's most recommended consultants by CPA Firms.