



## BIOGRAPHY FOR JAMES C. METZLER, CPA

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James C. Metzler, CPA, is Vice President – Small Firm Interests for the AICPA. In that role, he leads AICPA initiatives aimed at serving the needs of small practitioners, including the activities of the Private Companies Practice Section and the Institute’s specialized accreditations. He spearheads projects that enable firms to offer high-quality services to clients and maintain thriving practices. He also serves as an advocate for small firms on standard-setting and legislative matters and as liaison between the AICPA and its member firms.

Jim’s efforts on behalf of small firms have gained him recognition throughout the profession. He has frequently been named as one of the "The Top 100 Most Influential People in Accounting," a national listing compiled annually by the editors of *Accounting Today*. In 2005, those chosen for the list were asked to compile their own “most influential” list, and Jim was one of nine luminaries in the profession selected for this distinction.

Jim has spent more than 30 years working with small firms. Prior to joining the AICPA, he was a co-founder of ConvergenceCoaching, LLC, a national consulting firm dedicated to helping CPA and information technology firms prosper by assisting them to develop and implement success plans.

Before that, he spent 32 years in public accounting, 24 of them as a partner with Gaines Metzler Kriner & Company, LLP, a local firm in Buffalo, New York. He was also founder and chairman of GEMKO Information Group, Inc., a successful consulting organization.

He is the author of *How to Build a Million Dollar Technology Consulting Practice*, published by Aspen Publishing, and a frequent lecturer for the AICPA, IBM, Microsoft and global CPA professional associations. Jim is a past member of the AICPA Council, the governing body of the accounting profession, and is recent past Chair of the Executive Committee of the AICPA Information Technology Section and AICPA Member Innovation Advisory Panel. Jim also served on the AICPA Performance Measures Task Force and the 2003 AICPA Practitioners Symposium Planning Committee. Additionally, he has served as an editorial advisor for the *Journal of Accountancy*, *Accounting Today* and the *CPA Technology Advisor*. Jim is among the founding members of the Information Technology Alliance.

Jim has served as board member of the American Lung Association of Western New York and the Buffalo Federation of Neighborhood Centers. He is a member of the Canisius College Council of Accountancy and recipient of the college’s Accountant of the Year award. Jim is also a Past President of the Buffalo Chapter of the New York State Society of CPAs.

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