

CROSLEY COMPANY

The business discipline of practice growth

Gale Crosley, CPA, assists firm professionals - managing partners, partners, marketing directors, and staffs to significantly increase their firm's revenues. She guides them through development of the best strategies and tactics to achieve aggressive revenue growth objectives.

Gale brings over 30 years of experience, featuring a unique combination as a practicing CPA at Arthur Andersen, PWC, and a local CPA firm. She has also held senior management roles in business development and marketing in the cutting edge technology environment with IBM, MCI and several start-up technology companies. Gale's background includes starting, growing and selling a technology consulting practice. She became Executive Vice President of Business Development at a \$250 million consulting firm, where she was responsible for implementing revenue growth initiatives among 39 individual practices, 1,500 CPAs and consultants, with a direct sales force and marketing department, and 100 rainmakers. Gale has brought more than 30 large and small offerings to market and has closed dozens of multi-million-dollar and smaller opportunities.



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An honors accounting graduate from the University of Akron, Ohio, Gale is a licensed CPA in Ohio and Georgia, a member of the AICPA, the Ohio Society of CPAs, and an Executive Member of the Georgia Society of CPAs MAP Committee. She has lectured on organizational revenue growth at Northwestern University's Kellogg Graduate School of Management, Emory University's Goizueta Business School and Kennesaw State University.