

Geni Whitehouse Appointed President of Information Technology Alliance

Raleigh, NC - June 28, 2023 -- The [Information Technology Alliance](#) (ITA), an independent membership association of leading mid-market technology professionals, consultants and product/service providers in North America, today announced the appointment of Geni Whitehouse, CPA.CITP, CSPM as President, effective August 1, 2023. Whitehouse's resume includes roles at Top 100 and niche accounting firms, accounting software developers, consulting and advisory practices, and private industry. She takes the helm at ITA with a mandate to help lead members through an unprecedented era of change, growth and transformation in the accounting and technology sectors, from ongoing staff shortages to private equity investment in firms to the swift entry of generative AI across sectors.



“We are truly excited to welcome Geni to ITA in this leadership role, and thanks to her broad industry network and reputation, we know that many folks outside of the ITA family will be cheering as well,” said David Hirschhorn, CIO at Eide Bailly, LLP and Chair of the ITA Board of Directors. “Geni’s considerable experience working across our member types, from consulting resellers to large and smaller firms and technology solution providers gives her a unique 360 view of the distinct opportunities and challenges that are top of mind in our organization. I’m very confident of her ability to effectively lead as we continue to grow and enhance the value proposition for ITA members.”

“My career path and leadership development were guided and enriched in large part by my involvement as an ITA member many years ago, so today’s announcement, and career pinnacle, brings me full circle,” said Whitehouse. “ITA is a unique organization that blends professional education and training with industry networking, and provides a recurring venue to build lasting and valuable professional associations and friendships. For many longtime members, ITA is a trusted collective for knowledge and information sharing – where members can help one another address business challenges and share best practices in ‘the vault.’ It’s truly a privilege to assume this leadership role in an organization in which I personally place such tremendous value.”

Whitehouse has a full docket of ITA initiatives to oversee as she takes the helm, including planning and upscaling the Spring and Fall Collaborative meetings, accelerating and innovating the burgeoning CAS track, continuing to grow the Consulting Reseller member section, and

working to future-proof the organization during a time of rapid advancement in technology and accounting firm structure. In her role, she will work closely with ITA Vice President Lissa Johnsen, as well as the Board of Directors, which in addition to Hirschhorn includes: Dom Pernai, Board Vice Chair and Company Director at ETHOSystems; Darcy Boerio, President, DAB Partners; Todd Perlman, President, Business Technology Partners LLP; Kane Polakoff, Principal, CFO Accounting & Advisory, CohnReznick; John Fleischer, SVP & CIO, CBIZ, Inc.; Brian Terrell, Managing Partner, BTerrell Group, LLP; and Kim Austin, Global Director of Strategic Accounting Partnerships at Avalara.

In addition to her role as ITA President, Whitehouse will continue her work as a consulting team member at Brotemarkle, Davis & Co LLP in Napa Valley.

ITA will convene its Fall 2023 Collaborative on November 5-7 in St. Petersburg, FL. For more information on ITA, click [here](#).

About ITA

The ITA is an independent, not for profit, professional association of leading firms and companies whose purpose is to share information and build relationships that improve the way its member firms, and their clients, do business. The membership roster consists of some of the most highly regarded mid-market accounting technology professionals, consultants, and product/service providers in North America.

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