



ARIANNA CAMPBELL

SHAREHOLDER AND CONSULTANT

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AWARDS

 CPA Practice Advisor Top 25 Most Powerful Women in Accounting (2017, 2020 - 2022)

 IPA Most Recommended Consultant (2017 - 2022)

 CPA Practice Advisor 20U40 Influencers in the Accounting Profession (2018 - 2019)

EDUCATION

 **BBA of Science**
University of Wisconsin

 **Lean Six Sigma Green Belt**
Ohio State University

 **Lean Six Sigma Black Belt**
University of Georgia

OVERVIEW

As a Shareholder & Consultant for Boomer Consulting, Inc., Arianna Campbell helps accounting firms challenge the status quo by leading process improvement initiatives that result in increased profitability and client satisfaction, as well as facilitates the development and cultivation of future firm leaders in The Boomer Leadership Academy™. Internally, she blends concepts from Lean Six Sigma and leadership development to drive innovation and continuous improvement within the company. Arianna also enjoys the opportunity to share knowledge through regular contributions to the Boomer Bulletin and other industry wide publications, as well as public speaking at industry conferences. She enjoys reading, travelling and spending time with her husband and their three children.

KOLBE

Arianna Campbell excels when managing large volumes of information and prioritizing the most essential outcomes. She is a gifted problem-solver who is capable of rescuing a project at any point in its duration. She has a knack for sorting through specifics in order to define objectives and assess probabilities while injecting spontaneity in order to mediate between the vision and real outcomes.



UNIQUE ABILITIES

Arianna's pleasant yet direct communication style makes her an ideal facilitator. She thrives in the team collaborative process and utilizes her facilitation skills to help reach the best desired outcomes. She listens carefully and offers thoughtful ideas to improve processes and programs. Her attention to detail provides value for capturing feedback and strategies for implementing solutions.

PREVIOUS ROLES

Arianna's experience includes an array of strategic as well as managerial engagements. As Media Planner for a major, Mid-Atlantic advertising firm, Arianna had oversight for strategic planning, marketing and overall client service. In this role she served a diverse array of notable clients including Georgia-Pacific Building Products, North Carolina Travel and Tourism and Cargill Industries. At every stop in her career Arianna has amassed expertise in strategic enterprise operations and offers critical skills for Boomer Consulting, Inc.'s mission to make their clients successful and future ready.