

Bill Reeb, CPA, CITP, CGMA, 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 strategy, leadership and change management. 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 seven small businesses, he had two ladies clothing stores, one retail computer software store, a software development firm, a computer consulting firm, a CPA firm, and his current management 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 hundreds of articles and columns to his credit. In addition, he authored a bi-monthly column called "In the Billiverse" which was distributed by numerous State CPA Societies as part of their Practice Management e-newsletter. Bill has been published by various magazines, journals and newspapers, and has co-authored two books on Succession titled *Securing the Future: Building Your Firm's Succession Plan* with its companion field guide called, *Securing the Future: Implementing Your Firm's Succession Plan*. He also co-authored the *Succession Resource Center* website materials for PCPS in 2008 and the fourth edition of their consulting book called *Becoming A Trusted Business Advisor: How to Add Value, Improve Client Loyalty, and Increase Profits*. Finally, Bill's book on how to avoid getting stuck as an overachiever, fittingly titled *The Overachiever's Guide to Getting Unstuck*, is constantly used in the private coaching sessions he conducts with various leaders around the country. All of these books have been published by the American Institute of Certified Public Accountants (the AICPA).

Bill is an active volunteer who has served our profession in leadership roles on a national level for over 25 years. He was the 2019-2020 Chair of the Board of the AICPA, past member of the Board of Directors, past Commissioner on the National Accreditation Commission, and past member of Strategic Planning and many other committees. He is currently a member of AICPA Council, and serves as an advisory board member to several organizations, including CPAFMA.

Bill 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 top 10 most recommended CPA firm consultants.

Finally, Bill enjoys a number of hobbies. He is an avid golfer and skier. But he spends the majority of his free time as a senior black belt teaching (as well as continually learning) in the tao wu hsian hua (way of infinite transformation) system, which incorporates comprehensive aspects of tae kwon do, karate, hapkido, kung fu, and tai chi.