



## Tamera Loerzel

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**Tamera Loerzel** is a partner of ConvergenceCoaching, LLC, a national leadership and marketing consulting firm dedicated to helping leaders achieve success by helping them develop and implement leadership, succession, marketing, and training and development plans. Tamera is committed to ensure that her clients capitalize on the opportunities to transform their practices and businesses and continue to grow in their personal development as leaders.

Prior to ConvergenceCoaching, Tamera managed the BDO USA Minneapolis consulting group and implemented their middle market financial software service methodology and the customer relationship management software her team used to manage their sales, marketing, and customer support processes. In addition to her local responsibilities, she directed the national sales and marketing efforts of the package solutions group at BDO.

Prior to BDO, Tamera acted as the National Sales Manager for State of the Art, Inc. (now known as Sage Software, Inc.), where she was responsible for financial systems sales, CPA programs, marketing communications and recruitment, and channel communications. She was instrumental in managing the sales team and executing an alliance strategy to help CPA firms build relationships with third-party organizations to provide their clients with practical business management solutions.

Actively involved in marketing organizations and accounting associations on a local and national level, Tamera is a member of the Minnesota Chapter of Sales and Marketing Executives, Toastmasters, and both the national and local chapters of the Association for Accounting Marketing (AAM) and Association for Accounting Administration (AAA). Tamera served on the planning committees for the AICPA TECH Conference and AICPA Practitioners Symposium and has been on the planning committee and served as Chair for Information Technology Alliance (ITA) Fall Collaboratives.

Tamera is a frequent facilitator, speaker, teacher, and coach and has written articles for several state and national CPA publications on the topics of sales, marketing, leadership, and succession planning. Tamera regularly practices yoga to reenergize, enjoys cycling and running, and relishes spending time with her three children.