



EILEEN MONESSON

Principal

PRCounts, llc

The Brand Engagement Company

Eileen P. Monesson, CPC is a founding Principal with PRCounts, llc – the Brand Engagement Company. The firm is dedicated to positioning its clients to dominate the market.

With more than thirty-five years of experience working with accountants and other professional service providers, Eileen is a results-focused senior marketing, PR and communications professional with a proven ability to identify and capitalize on market opportunities to drive brand recognition, capture new clients, and accelerate revenue growth. Ms. Monesson is a skilled leader, coach, motivator, trainer and team-builder who pioneered programs and initiatives that delivered exponential ROI.

She is a member benefit provider for the New Jersey Society of Certified Public Accountants (NJCPA) and is licensed by the New Jersey Board of Accountancy as a Continuing Professional Education (CPE) Sponsor. In addition, Eileen is a Certified Professional Coach (CPC), as well as an Energy Leadership Index Master Practitioner (ELI-MP) and Core Value Index (CVI) consultant. Eileen was trained and graduated in 2013 from the Institute for Professional Excellence in Coaching (iPEC), the worldwide leader in coach training accredited by the International Coach Federation (ICF), as well as Taylor Protocols, Inc.

Ms. Monesson writes articles on best marketing practices, practice development, engagement, and branding for numerous publications including *Growth Strategies: The Journal of Accounting Marketing and Sales*, *New Jersey CPA*, *The Journal of Accountancy*, *CPA Practice Management Forum*, *Law Marketing*, *NJ TechNews* and *NJBIZ*. She authored the chapter entitled *Referral Source Development: The Most Powerful, but Underutilized Business Development Tactic* in *Bull's Eye! The Ultimate How-To Marketing and Sales Guide for CPAs* published by the American Institute of Certified Public Accountants (AICPA) in 2010. A frequent public speaker, Ms. Monesson has presented at the Association for Accounting Marketing Summit, CPAmerica Marketing Conference, CCH Users Conference, and New Jersey Society of Certified Public Accountants Convention.

Ms. Monesson has developed and implemented several programs that have received national recognition including the *Association for Accounting Marketing–Marketing Achievement Award*, *Practical Accounting–Practice Innovation Award (four awards)* and *Jersey Shore Public Relations and Advertising Association–JASPER Award (three awards)*. Eileen was nominated in 2006, and then again in 2008, for Marketer of the Year for the Association for Accounting Marketing and is past Chair of the CPAmerica Executive Marketing Committee.

She holds a Master of Business Administration degree in Marketing and Computer Information Systems from the Lubin School of Business at Pace University and a Bachelor of Science degree in Marketing from Stockton University. Ms. Monesson is an adjunct professor of graduate and undergraduate courses in Public Relations, Strategic Marketing, Communications and Management at Georgian Court University.

Eileen is a member of the Association for Accounting Marketing (AAM), New Jersey Professional Services Marketing Group (NJPSMG), International Coach Federation (ICF), and Monmouth=Ocean Development Council (MODC). Ms. Monesson sits on the editorial committee of *Growth Strategies: The Journal of Accounting Marketing* (AAM) and is the author of its *Trends and Insights* column.