

# SPEAKER BIOS



## Stephen Brunson President, Catalyst Group



Catalyst Group President Steve Brunson is a sought after speaker and advisor, providing advisory services including organic growth strategy, marketing / business development alignment, practice go-to-market strategy, and merger marketing.

He is a highly regarded speaker at professional service management events, including accounting firm and law firm association meetings, national industry conferences, and international brand conferences. Steve oversees the Catalyst Group's creative agency while working directly with the management and growth advisory team at Catalyst Group Consulting.

Prior to joining Catalyst, Steve worked at a large regional CPA firm and served as a partner at two national tax practices. Steve has worked to help firms of all sizes, including top 25 accounting firms design and implement organizational structures that empower sustained entrepreneurial growth.

Steve earned his Bachelor of Science in business administration from the University of Notre Dame.

## TOPICS

### Growth & Management

- M&A Workshop – Creating Viable Strategies for Growth
- M&A – Selling the Deal: Branding for Strategic Acquisition
- M&A – Maximum Value: Post Merger Value Creation
- Organizational Growth - Building for Growth: Structure, Process and Accountability in a Dynamic Organization
- Organizational Growth – Building your High Contribution Marketing Department
- Organizational Growth – Competition, Process and Practice Growth

### Marketing

- Your Vision, Your Voice, Your Brand
- The War for Talent: Branding, Messaging and Selling your Other Product
- Exceptional Branding in the Digital World
- Why Thought Leaders Matter and How to Find and Develop Yours

“Ranging from targeting the appropriate firms to articulating your value proposition, Steve’s M&A workshop provided an excellent, in depth look at the thinking and processes firms must consider when they consider a merger or acquisition.”

Steven Sacks  
Executive Director  
Moore Stephens North America

## RECENT SPEAKING ENGAGEMENTS

Winning is Everything 2016

Moore Stephens North America Managing Partner Conference 2015

Xerocon Denver 2015

Accounting Today Growth and Profitability Summit

Association for Accounting Marketing Annual Conference

AGN North America NARM