



April 16, 2024

American Accounting Association Partners with Lead Marvels to Launch “Impact Hub” for Industry Practitioners

FOR IMMEDIATE RELEASE

Lakewood Ranch, Fla. _ The American Accounting Association (AAA) today announced the launch of the **AAA IMPACT HUB** (<https://impact.aaahq.org/index>), a new and innovative way to make accounting research and knowledge more accessible to accounting and auditing practitioners, as well as to regulators, standard setters, and other financial professionals.

With the tagline, “Empowering Accounting Professionals Worldwide,” this new online repository includes timely, actionable research published in the AAA’s 17 peer-reviewed journals. The AAA will primarily focus on offering plain language summaries and infographics around research that has been identified as having relevance to practice, aiding in discoverability and increasing its reach.

“Right now, our research is not easily accessible or digestible by those in the accounting profession,” said AAA Chief Executive Officer Yvonne L. Hinson, Ph.D., CPA. “The AAA Impact Hub positions AAA as a thought leader in accounting through disseminating our research in an accessible, concise and easily understandable form.”

Donny C. Shimamoto, founder and managing director of Intraprise TechKnowlogies LLC, a CPA and management consulting firm, agreed that the Impact Hub makes it easier to find and understand the latest in accounting research.

“The ‘plain English’ summaries and infographics shared on the site make it much easier for accountants and finance professionals to understand the research and identify how it can be applied in their firms or finance departments,” Shimamoto said. “When we, practitioners, adjust our policies and work approach based on trusted research rather than anecdotal stories, we improve our ability to impact the success of our stakeholders: employees, clients, and the communities we serve.”

Partnering with the AAA is Lead Marvels, which built the Impact Hub using its proprietary, technology-enabled online resource library platform. In addition to the AAA research, Lead Marvels’ platform can feature curated, industry-specific thought leadership content and resources from sponsors and industry solution providers, generating qualified, intent-based sales leads. The AAA will generate deeper engagement with its member and subscriber audience, actionable

insights on their audiences' informational needs, and a new source of recurring (non-dues) revenue.

“Creating something like the AAA Impact Hub from scratch would delay the launch of getting our relevant research out in front of practitioners,” Hinson said. “Partnering with Lead Marvels allows AAA to get this research out more quickly and also will allow the AAA Impact Hub to offer content from other sources that is valuable to the accounting profession.”

Jeff Schottland, CEO of Lead Marvels, also expressed his enthusiasm for the launch: “Lead Marvels is thrilled to partner with the American Accounting Association on their groundbreaking AAA Impact Hub, a dynamic platform poised to revolutionize collaboration and knowledge sharing within the accounting community. Together, we're empowering professionals with innovative tools and resources, driving impactful solutions and advancing excellence in the field. This collaboration underscores our shared commitment to fostering growth, expertise, and unparalleled support for accounting professionals worldwide.”

About the American Accounting Association:

Promoting excellence in accounting education, research, and practice, the American Accounting Association (AAA) is the largest community of accountants in academia. Founded in 1916, we have a rich and reputable history built on leading-edge research and publications. The diversity of our membership creates a fertile environment for collaboration and innovation. Collectively, we shape the future of accounting through teaching, research, and a powerful network, ensuring our position as thought leaders in accounting. For more information about the AAA, please visit <https://aaahq.org/>

About Lead Marvels:

Lead Marvels is a lead generation and content syndication company serving associations, publishers, and B2B marketers. Offering customized, scalable solutions for our customers to help them build a pipeline of new, qualified leads to increase their customer base and grow revenue. We partner with associations and publishers to provide incremental, non-dues revenue streams. And, for B2B marketers, our solutions amplify their voices among targeted audiences by syndicating thought leadership content to generate and nurture high-quality, intent-based leads. For more information or to request a free demo, visit www.LeadMarvels.com.

Media Contacts:

David Twiddy

Assistant Director of Publications, American Accounting Association
(941) 556-4115

Email: david.twiddy@aaahq.org

Michael Palacios

President, Lead Marvels

(845) 445-7210

Email: mpalacios@leadmarvels.com