

Nancy A. Damato

President, Senior Consultant, Marketing and Business Development,
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Nancy A. Damato is the co-founder and President of Accountants Advisory Group and the Senior Consultant, Marketing and Business Development. Nancy has more than 25 years of accounting firm marketing experience, including marketing leadership positions with two Big 4 firms, a large national firm, and a medium-size regional firm, and in marketing advisory roles with many firms of various sizes.

Throughout her career, Nancy has been instrumental in developing and implementing many firms' marketing plans, strategies and initiatives, and assisting partners achieve their growth goals and attain higher levels of success. She has spearheaded innovative marketing and branding strategies and campaigns that have expanded market share, raised brand awareness and increased firm profitability. Nancy has managed all facets of marketing and practice development programs, developed marketing infrastructures, marketing departments and budgets, and implemented targeted industry and niche marketing plans. She has developed and managed internal and external marketing communications and thought-leadership initiatives, including seminars and speaking engagements, published articles and whitepapers, websites, branding, advertising, social media and public relations campaigns, marketing collateral and promotional materials, presentations, and CRM implementation.

Effective with firms ranging from two to 100+ partners, Nancy coaches partners and assists them with their marketing plans, practice development strategies, and lead generation activities. She works closely with partners individually and in groups and helps them define their marketing goals and enhance their business development skills. She assists partners in targeting and developing relationships with potential clients and key referral sources, including enhancing their LinkedIn and other social media presence and activities, and in responding to requests for proposals.

Since the beginning of her career in accounting firm marketing, Nancy has been a member of the Association for Accounting Marketing. She is one of the founding members of the New York Metropolitan chapter of this national organization.

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Accountants Advisory Group, LLC is a strategic advisory firm that incorporates state-of-the-art practice management, marketing, lead generation and human capital strategies to grow and maximize the value of CPA firms.