



## MARY YANOCHA

### Chief Marketing Officer

As Chief Marketing Officer, Mary leads the strategic development and operational execution of the firm's corporate marketing initiatives to drive growth for GTM. She actively partners with firm leadership, regional office leaders, and all service lines to create a unified GTM voice and brand presence. Her work centers around developing strategies and leading targeted programs that align with firm goals for the purpose of stimulating demand and capturing interest in GTM's growing portfolio of corporate tax services on a national scale.

Since joining GTM in 2014, Mary has been instrumental in building the marketing function, establishing a consistent narrative and a complete library of firm collateral, and developing an award-winning website. She has also implemented a CRM platform and marketing automation system, established a contact base of prospective clients, created a content strategy and social media program, and contributed to an impressive firm growth rate of more than 100%.

Mary has spent more than 20 years successfully leading marketing and growth initiatives for professional services organizations. Prior to joining GTM, Mary served as Vice President, Marketing & Sales at PM Solutions, a project management consulting and training company. Notable accomplishments during her last two years with the firm included leading marketing activities that directly contributed to 30% of the company's revenue from new business acquisitions, generating several million in revenue directly from inbound web inquiries, and growing its database of qualified prospects by nearly 90%.

Mary is a member of the Association for Accounting Marketing (AAM) and currently serves as a Member-at-Large on the Association's Board of Directors. As a part of AAM's editorial team, Mary has authored numerous articles for [\*Growth Strategies: The Journal of Accounting Marketing and Sales\*](#). She is also the author of a chapter for The American Management Association's [\*AMA Handbook of Project Management\*](#), focused on applying project management principles to the marketing function. In addition, Mary is a member of The International Association of Business Communicators (IABC).


In her free time, Mary enjoys spending time with her husband and two teenage children, golfing whenever she can fit it in, and watching anything on HGTV.

**DESIGNATION:** ABC (Accredited Business Communicator) from the International Association of Business Communicators (IABC)

**EDUCATION:** B.A. in Communication Studies from West Chester University  
M.B.A. from Saint Joseph's University

## CONTACT

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