



## **For Immediate Release**

### **CONTACT:**

Laurel Cavalluzzo, Marketing Partner  
[lcavalluzzo@thinkempirical.com](mailto:lcavalluzzo@thinkempirical.com)  
703-629-5693

## **Empirical Consulting Solutions and PICPA Announce Partnership**

**Narberth, PA – July 10, 2024 –** Empirical Consulting Solutions (Empirical), a firm that works to drive profitability and growth for clients, and the PICPA (Pennsylvania Institute of CPAs), the second-oldest CPA organization in the US and the largest CPA association in Pennsylvania, have announced a partnership.

The PICPA works to support and advocate for the CPA profession and to serve as a meaningful resource for the organization's nearly 20,000 members. Empirical will provide support to members in areas including marketing/lead generation, Customer Relationship Management (CRM) development, project management, and strategic planning.

Bill Morrow, Empirical Managing Partner, shared, "It is an honor to work with the PICPA and the organization's base of members and to support CPA firms across Pennsylvania by helping them improve business outcomes and achieve their goals. Empirical is truly excited to partner with what is arguably one of the most influential and successful CPA associations in the United States. Our team is ready to get to work and share our own talents with accounting firms throughout the state, and to help them grow and prosper."

"PICPA is so pleased to be able to connect our members with the expertise and experience that Pennsylvania-based Empirical Consulting offers. This exclusive member benefit can help members quickly get up to speed and understand their options for solving operational challenges across their entire organization," stated Amanda Jacobson, Manager of Member Programs at PICPA.

Founded in 1897, the PICPA is an organization of current and future CPAs building a stronger accounting profession, with the mission to serve, support, and advocate for the profession and to be a meaningful resource for the organization's membership.

### **About Empirical Consulting Solutions**

Founded in 2013, Empirical Consulting Solutions is an execution-based consulting firm with a vision of bringing big company experience to small and medium-sized businesses. The seasoned members of the Empirical team have decades of corporate and leadership experience across functional areas that include RevOps, Marketing, HR, Talent Acquisition, and Operations. More information: [www.thinkempirical.com](http://www.thinkempirical.com) or 610-310-6707; follow ECS on [LinkedIn](#).

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