

As Seen In

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Where Business Gets Down To Business

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Special Section: New York's Top Marketing Achievers of 2005

Kimberly Jennings

Grassi & Co., CPAs, P.C.

Grassi & Co., CPAs, P.C., of Lake Success, is celebrating its 25th anniversary. The accounting, auditing, tax and business-consulting firm is comprised of five full service entities with 100 employees.

Kimberly Jennings joined the firm as director of marketing and client services in 2000. She is responsible for all advertising, communications, networking, public relations and marketing initiatives. During her tenure, she has developed the firm's collateral material, advertisements, Web site, internal tracking and reporting programs and database.

Jennings also works closely with Grassi's 11-member partner group coordinating their individual marketing, client satisfaction and business development activities.

Within the last year, Jennings is credited for trademarking Grassi's tagline: "CPAs and Success Consultants."

"This has been more of an internal victory than external," she said. "This tagline began as a play-on-words related to our Lake Success address but it became the basis for an entire education process where I undertook educating our entire staff on ways to identify opportunities -- related to our service offering -- to help our clients," Jennings explained.

This has contributed to increased sales and a higher level of client satisfaction, Jennings noted.

"A second accomplishment, this year, relates to a new service offering I identified and secured for our technology division -- GCM Systems, LLC," Jennings said. "We are the first accounting firm in the country to bring an e-billing/e-statement service to corporations in the New York area. We are currently in the process of rolling this service out to area banks, payroll companies, utility companies and office supply companies."

This is a revolutionary advance to online billing and will make a major cost savings and technology improvement impact on Long Island, she explained.

Jennings was also instrumental in getting Grassi's "Construction Industry Survey" published in the F.W. Dodge - New York Construction News' September 2005 edition.

Prior to joining Grassi, Jennings was owner of AARIS Marketing Consulting in Glen Head. Prior to that, she was vice president of marketing for a Virginia-based environmental laboratory that she helped grow from a small local company to a nationally recognized and accredited laboratory.

Grassi & Co. consists of Grassi Consulting, LLC, which focuses on all aspects of business and management consulting; Grassi Healthcare Consulting, LLC, serving the healthcare industry; Grassi Wealth Advisors, LLC, which serves the needs of high net worth individuals; and GCM Systems, LLC, which handles the information technology needs of corporations.