

NEWS

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Jayme Terrell Graduates From ConvergenceCoaching's 'Transformational Leadership Program'

Pensacola, FL, June, 18, 2021 – [Saltmarsh, Cleaveland & Gund](#), one of the region's leading CPA and consulting firms with offices in Pensacola, Fort Walton Beach, Tampa, Orlando, and Nashville, is proud to announce that [Jayme Terrell](#), Director of Growth & Communications, is a part of [ConvergenceCoaching's](#) 2020-2021 Spring Transformational Leadership Program™ (TLP) graduating class.

The intensive one-year program is designed to take new and future leaders to the next level of success in leading others within their firms. Throughout the program, participants gathered to strategize plans for firm growth and improvement and participated in trainings to amplify their abilities and confidence in leading initiatives and moving up in management levels. Participants also collaborated on client growth programs and identified their strengths that will play a vital role in the changing accounting practice landscape.

"We are thrilled to recognize this group of leaders and their accomplishments throughout the TLP program," said Renee Moelders, ConvergenceCoaching partner and TLP coach, in a statement. "It is truly astounding how the TLP leaders identified ways to overcome obstacles during a highly challenging year and found their paths to success. We are proud of them for fostering a positive firm culture while also meeting the needs of their clients and colleagues. The future is bright with these leaders at the helm!"



Jayme is a graduate of the University of West Florida and joined Saltmarsh as a marketing assistant in 2012. She has since helped shape and develop the firm's marketing and communications department to what it is today. In her current role as the director of growth and communications, she is focused on supporting the execution of the firm's growth strategy and is responsible for directing internal and external communications, strategic partnerships, events, branding, and coordinated business development initiatives.

"Jayme has shined bright since her first day at the firm and has made herself truly indispensable within our daily operations and strategy execution," said Saltmarsh President, Lee Bell. "We knew we needed her in the TLP program, not just for the great learning opportunities and relationships, but because Jayme is an influencer who would soak it all up and bring back lessons to those she mentors at Saltmarsh. Already, in this, I know I am right – because it is working!"

In connection with her goal formed during TLP, Jayme developed [Saltmarsh NextGen](#), a group established to maintain higher levels of interaction and engagement with younger leaders at Saltmarsh. This committee gives them a distinct voice and opportunities to influence the vision of the firm's next generation.

In addition to building relationships with others across the firm, unique training opportunities to grow and learning behind-the-scenes firm operations, these young leaders are empowered to adopt a specific goal that has firm-wide impact.

About Saltmarsh, Cleaveland & Gund

Founded in 1944, Saltmarsh is one of the largest and most respected CPA-led business advisory firms in the Southeast, serving clients throughout the U.S. and worldwide from offices across the State of Florida and in Nashville, Tennessee. The firm offers a full range of professional services, including a variety of specialized consulting services for many industries and high net worth individuals. We are an independent member of the BDO Alliance USA, which provides us access to national resources to better serve our clients. Saltmarsh has been recognized as one of *Forbes'* Top Recommended U.S. Tax Firms, named one of the Top 200 Firms in the U.S. by *INSIDE Public Accounting* and a Regional Leader by *Accounting Today*.

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