



JILL KOVALICH

Partner & Chief Marketing Officer

ABOUT

Jill M. Kovalich is the Partner & Chief Marketing Officer at Integrated Growth Advisors, a business growth advisory firm focused on empowering CPA firms and business leaders to systematically enhance their businesses in terms of revenues, profitability, sustainability, and value.

She has over 25 years of experience in marketing, sales, and business development, including 10 years in marketing management and practice growth capacities in CPA firms.

STRATEGIC ADVISOR


Serving as a strategic advisor to business leaders, Jill guides the development of cohesive brands and messages that align with sales and revenue goals. Clients are able to respond to shifting markets with greater agility with integrated marketing plans, thought leadership content strategies, functional websites, and necessary social media presence.

ADDITIONAL EXPERIENCE

An experienced and polished presenter, Jill has spoken on panels at conferences in Washington, D.C., Chicago, and Connecticut. She has published articles in the Connecticut Society of CPA's Magazine; the Connecticut Law Tribune; the Association for Accounting Marketing's Growth Strategies; and as a ghostwriter for a CPA firm. Known for her relationship networking skills and philanthropic interests, she is active in several community organizations and business groups.

CONTACT

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EXPERIENCE

 25+ Years
Marketing, Sales, & Business Development

 10 Years
Marketing Management & Practice Growth
CPA Firms

 Harvard University
Assistant Instructor,
Business & Organization Communications

 Emerson College
Instructor,
Public Speaking

 University of Hartford,
International Marketing
Guest Lecturer

EDUCATION

 Bachelor of Arts,
Communication Arts
Marywood University

 Master of Arts,
Organization Development & Training
Emerson College

