



## Roxanne Zetzman

*Director of Operations*

Roxanne is the Director of Operations for SVA Certified Public Accountants.

Roxanne directs and manages the daily processes pertaining to CPA firm operations. She is focused on providing an efficient and effective client experience. By optimizing process improvements based on best practices, Roxanne is responsible for streamlining SVA's internal processes with our clients in mind.

Working with SVA's leadership team, she implements and aligns standards for systems, software, governance management, and data processes.

Roxanne manages the professional team that supports the CPA firm's communications, relationship management, and administrative processes.

Her industry experience includes Professional Services, Mutual Insurance, Public Accounting, Higher Education, and Biotechnology. She has been certified in Agile Scrum methodology, Crucial Conversations, and Conflict Resolution.

Roxanne is a member of the CPA Firm Management Association (CPA FMA).

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#### Areas of Expertise

- Business Process Transformation
- Project and Change Management
- Resource Management
- Cross-functional Team Development
- Compliance

#### Professional Certifications

- Scaled Agile Framework
- Scrum Master
- Project and Change Management