

ALICE LERMAN, MBA, MARCH, JD

CHIEF OF INDUSTRIES



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As chief of industries, Alice is responsible for Marcum's national industry growth strategy, continuously enriching the Firm's focus on specialized services strategically aligned with our clients' businesses. Her mission is to develop strategies and deliver programs that deepen Marcum's service capabilities in a robust portfolio of highly specialized industry groups. This includes cultivating an industry-focused business culture with a pipeline of professionals at all team levels in each of Marcum's industry verticals.

Alice has held top industry program leadership roles at 2 of the world's 5 largest accounting/auditing firms. She brings deep experience in pioneering best practices to support Marcum's client-centric business as well as the Firm's continued growth as a top-ranked national professional services firm.

EXPERTISE

- ▶ Industry Specialization Strategy
- ▶ Strategic & Tactical Planning
- ▶ Team Building & Inspiration
- ▶ Training Curriculum Design & Delivery
- ▶ Change Management
- ▶ Marketing & Internal Communications
- ▶ Intranet Portal Design & Development
- ▶ Staff Management and Mentoring

INDUSTRY FOCUS

- ▶ Professional Services
- ▶ Accounting and Legal
- ▶ Construction and Real Estate

EDUCATION

- ▶ JD, Marquette University Law School
- ▶ Master of Architecture, University of Wisconsin
- ▶ MBA, Northwestern University Kellogg School of Management

MARCUM
ACCOUNTANTS ▲ ADVISORS

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