Bruce Ditman is the chief marketing officer of Marcum LLP, a top-ranked national accounting and advisory services firm. With more than a decade of experience as an executive in accounting marketing, Bruce is a frequent speaker, author and contributor on matters specific to the industry including marketing departmental organization, innovation and change, business development, and leadership. A graduate of Georgetown University’s School of Languages and Linguistics, he came to the profession of accounting marketing by way of the entertainment and advertising industries. Bruce and his family live in New Haven, CT, the greatest small city in America.