

---

**ANNUAL BEST PRACTICES GUIDE**

---

# New Jersey's Top CEOs and Business Leaders Reinvented Their Firms to Better Serve Clients

COVID-19 has changed how we do business. Here's how to thrive in the new normal using technology, new paradigms and innovations.

Compiled by Miles Z. Epstein  
*Editor, COMMERCE*

---

**ACCOUNTING**

---



**Marcum LLP**  
By Saran Johnson,  
*MBA, SHRM-SCP,*  
*Co-Chief, Human Resources*

One example of how we engaged in reinvention is the creation of our virtual summer internship. We have historically offered a summer program that generates a pipeline of college graduates to fulfill our annual entry-level needs. This summer, rather than cancel our traditional program, we've pivoted to a meaningful virtual experience. We'll host 50+ interns across the country during the four-week program, which includes a commitment of four hours of screen time each day. Marcum's virtual internship is a mix of interactive essential skills training, individual and team projects and collaboration on client engagements. The orientation will be conducted remotely and IT equipment will be shipped to every intern. Marcum's virtual internship experience is unique as it allows for learning and development opportunities, the chance to participate in client work and collaborate with experienced professionals and industry leaders, while offering the invaluable opportunity to build a professional network with peers.