

“IRA S. ROSENBLOOM, CPA BIOGRAPHY

Ira S. Rosenbloom, CPA, is the Chief Operating Executive of Optimum Strategies, LLC, a consulting firm focused on facilitating strategic achievements for small and medium-sized CPA firms, with primary emphasis on enhancing profitability and fostering practice continuity.

With **more than 25 years of experience** as a certified public accountant, Ira has a unique perspective as an entrepreneur who successfully managed a mid-size accounting firm, a practice director of a Top-20 firm, and a regional partner in a national accounting industry M&A business. Leveraging his knowledge and experience in public accounting, Ira has a distinctive viewpoint and a common ground that he shares with other CPA leaders, allowing him to effectively help his clients improve their profitability, expand efficiencies, and enhance their overall business performance.

A dynamic, results-oriented professional, Ira is recognized for his ability to enhance the profitability channels of accounting firms and to introduce practical processes, which generate near-term and long-lasting benefits. As a former managing member of a highly profitable, 40-person accounting firm, Ira tripled the sales volume during his 15-year tenure, introduced several new lines of service, effectively negotiated the retirement of four founding members, positioned the practice for merger, and, ultimately, oversaw its successful integration with a top regional firm.

Now, as a sought-after, strategic adviser to small and medium-sized accounting firms, Ira utilizes his “Managing Partner On Call” and “House Call” platforms to spearhead and stimulate meaningful progress. He successfully impacts clients through hands-on projects, such as: business performance assessments, profitability enhancement studies, client accountability systems, practice continuity and transition plans, metrics prioritization, tax department optimization, incentive compensation systems, and mastering the merger matrix.

Licensed in New York as a certified public accountant, Ira served with distinction on the American Institute of Certified Public Accountant’s prestigious Management of an Accounting Practice Committee. He is both an active public speaker and a frequent author. He is a contributor to *Accounting Today* and *The Practicing CPA*, and is a long-time member of the editorial board of the CPA Practice Management Forum.

Ira graduated *cum laude* from New York University with a Bachelor of Science degree in Economics, and received his Master of Science degree in Accounting, with honors, from Northeastern University.