

# **Scott Zandbergen**

**VP, New Products & Professional Network Development at Wave Accounting Inc.**

Toronto, ON, CA

Executive VP who bridges the fields of accounting software and product management to develop and market dynamic user-friendly products

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Somewhere, a long time ago, Scott developed a crush on accountants and bookkeepers. (Haven't we all?) He's spent the last 14 years building networks of awesome, loyal accounting pros for global software giant Sage, and joins Wave to continue with his calling. Scott hates bureaucracy, and loves cutting through the noise and getting stuff done, whether he's serving as the voice of the customer, or convincing you of the glories of Apple products. Scott Zandbergen has worked in the accounting software world for about 15 years. He spent many years at Sage, where he built and grew the Simply Accounting Certified Consultant program. Later, as Vice President of Product Management, he led the product strategy for Simply Accounting, Accpac and MAS 90/500. In early 2011, Scott joined Wave Accounting, and is focused on creating awareness for Wave in the accounting and bookkeeping community.

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Keynote, Moderator, Panelist, Workshop, Host/MC

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Information Technology and Services, Business Services, Accounting, IT Services/Consulting, Computer Software

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Pragmatic Marketing Methodology, Product Lifecycle Management, Agile Software Development, Organizational Change, Building Customer Loyalty

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## **Bookkeeping in the Cloud using Wave Accounting**

Doing your accounting "in the cloud" is quickly becoming the new normal. This workshop will give you a thorough introduction to Wave Accounting, one of Canada's fastest growing start-ups. We'll teach you what you need to know about how to accomplish key tasks in the application, integrate with your online banking accounts and efficiently collaborate with your clients. We'll also introduce you to the Wave Pro Network for accountants & bookkeepers, to help you tap into a growing customer base.

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## **Bookkeeping in the Cloud using Wave Accounting**

Institute of Professional Bookkeepers of Canada Event Series

## **KEYNOTE SPEECH**

Accpac Live Conference

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