



ALI R. ANECHIARICO

As the Director of Marketing for TBC, Ali oversees and implements all marketing initiatives for the firm that are designed to grow the TBC brand and expand the reach of the firm's portfolio of accounting, tax, and advisory services. Prior to joining TBC, Ali oversaw all marketing initiatives for a leading intellectual property law firm in Albany. Ali has extensive experience with professional services marketing including event planning, email marketing, advertising, branding, and business development.

Role in Firm: Director of Marketing

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Joined In:

2018

Education:

Credentials

Professional Affiliations

- Capital Region Chamber of Commerce
- CPAmerica Inc.
- Saratoga Chamber of Commerce
- American Marketing Association
- Association for Accounting Marketing

Community Involvement

Ali is currently a member of the Board of Directors and President for the American Marketing Association New York Capital Region. She is also a member of the Marketing Advisory Group for CPAmerica, one of the largest associations of independently owned and managed CPA and consulting firms in the world, and a previous member and volunteer of the Northeast Region of the Legal Marketing Association (LMA).

Just for Fun

Ali enjoys spending time with her beautiful daughter and family and friends. She loves to travel and meet new people. She is a big Syracuse basketball fan and Buffalo Bills fan!
