Accounting Software Industry Veteran Todd Robinson Joins Vic.ai

Robinson to help accounting firms better leverage artificial intelligence and machine learning technology to improve client services and profitability

NEW YORK (PRWEB) November 07, 2019 -- It’s an exciting time to be part of the accounting industry. Most firms recognize that accounting has become much more driven by technology. Yet these same principals of accounting firms need to figure out how to leverage technology more effectively and efficiently as tools and platforms evolve. To help traditional CPA firms and outsourced accounting firms navigate these challenges, accounting software industry veteran Todd Robinson has joined Vic.ai -- the AI platform for accounting firms.

Many accounting firms struggle to recruit and retain qualified talent. Because 62% of surveyed client accounting professionals find it either difficult or very difficult to fill open jobs that require multiple years of experience, firms need a cost-effective way to address their labor shortages. (Source: Vic.ai research report on The State of Client Accounting Services and Outsourced Accounting) With 16 years of experience in the accounting software industry, Robinson will show accounting professionals how to better use the Vic.ai platform as an alternative means of addressing their staffing problems and operate more efficiently in the best interests of their clients.

Before joining Vic.ai, Robinson most recently served as a regional director of business development for XCM Solutions and held similar positions in the accounting software space with Intuit, Sage, and Thomson Reuters.

“In recent years, there’s been a big shift among accounting firms away from traditional timekeeping towards more value-based, fixed-fee pricing. In this environment, accounting firms must adapt to operate more efficiently and increase margins,” Robinson explained. “So many of these firms are struggling with how to handle human resources. Ultimately they all want to become better advisors to their clients while growing revenue. I’m super-excited to come on board with Vic.ai so that I can make it easier for accounting firms to implement artificial intelligence and machine learning technology to improve client services and their own firm’s profitability.”

“If an accounting firm isn’t leveraging technology, that firm runs the risk of not remaining relevant and becoming obsolete. However, some accounting professionals are much more forward-thinking in their technology adoption than others. As Vic.ai is often helping to drive digital transformation among our accounting partners, we know that education and communications play a huge rule. And that’s the reason why we are thrilled to welcome accounting software industry veteran Todd Robinson to the Vic.ai team,” added Alexander Hagerup, founder and CEO of Vic.ai.

Interested accounting and bookkeeping professionals can learn more about Vic.ai’s role in future-proofing accounting and bookkeeping firms by downloading a free eBook on The Future of Accounting Technology: Preparing for Artificial Intelligence (AI) and Machine Learning.

About Vic.ai: Vic.ai is the artificial intelligence (AI) platform for accounting firms. Vic.ai’s machine learning technology has been trained on over 150 million live accounting documents and transactions. Already surpassing human-level accuracy for many tasks, Vic.ai helps accountants, CFOs, controllers, and accounts payable (AP) teams become more efficient and reduce errors on routine accounting tasks.
Accounting and finance professionals can learn more by visiting the Vic.ai website and following the Vic.ai LinkedIn page.
Contact Information
Joshua Feinberg
Vic.ai
+1 561-420-0600

Online Web 2.0 Version
You can read the online version of this press release here.