

NEWS RELEASE

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Windes Welcomes Tracy Kapteyn as its New Chief Growth Officer

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[Windes](#), a premier California accounting and advisory firm, announced today that [Tracy Kapteyn](#) will be its Chief Growth Officer. This is a new position for the firm, and Kapteyn will play a vital role in the firm's growth and business strategy. Reporting directly to the Managing Partner, [James Cordova](#), Kapteyn's primary responsibility is to generate revenue by increasing earnings through insightful research, carefully crafted strategic plans, successful collaborations, and steering new firm initiatives.

"This opportunity to be part of the leadership team at Windes really brings together my professional experience, customer-centric focus, and digital proficiency," says [Kapteyn](#). "I couldn't ask for a better fit, and I can't wait to dig in and further accelerate our [growth](#) and the success Windes has achieved to date."

Kapteyn has more than 20 years of sales and marketing experience in a variety of industries, where she has transformed markets, developed opportunities, launched new products, and significantly contributed to business growth.

Prior to joining Windes, Kapteyn was the EVP of Marketing at a financial services education and training firm and was responsible for developing a unified brand for the business, driving marketing innovations, and sales enablement and growth.

Kapteyn holds a Bachelor of Business Administration with a Concentration in Management from Athabasca University and a Management Certificate from Grant MacEwan University.

"As market demand for our expanding service lines continues to increase, Tracy's proven track record of building successful business development strategies will be invaluable," says Managing Partner [James Cordova](#). "Her vision for the role aligns with our commitment to innovation, growth, and client service. We are thrilled to have Tracy as part of our executive leadership and are confident she will play a critical role in shaping the firm's future."

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[About Windes](#)

Windes is a leading advisory, audit, and tax firm for growth-oriented small and mid-sized privately held companies, nonprofit organizations, and high-net-worth individuals. Our approach uses tailored expertise to proactively inform decision-making to maximize our clients' business potential. For more information on how we can be your trusted advisor, visit us at <https://windes.com>.

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