



## News Release

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### **Katherine Koon Promoted to Marketing Senior Manager**

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**Columbus, OH, August 24, 2022:** GBQ is pleased to announce that [Katherine Koon](#) has been promoted to Marketing Senior Manager. Katherine is based in our Columbus, OH office.

GBQ Director of Market Strategy [Sara Robertson](#) shared, "Katherine has done an outstanding job leading the firm's content and communications strategy over the last five years. She is a strategic, creative disruptor who is well-deserving of this promotion. I look forward to seeing Katherine grow as a leader within the department and continue to empower growth here at GBQ."

Katherine is a graduate of Capital University and joined the firm in 2017 to support the firm's growth initiatives by overseeing events, public relations and social media, client satisfaction and proposal efforts. As Marketing Senior Manager, she is responsible for translating the company's business objectives into marketing initiatives that achieve the firm's vision and strategic goals. Katherine leads the content marketing efforts across the firm's practice areas and service lines and manages internal and external communications, public relations, digital marketing and brand management strategies.

In addition to her work at GBQ, Katherine holds the marketing and communications board position for the local Society of Financial Service Professionals chapter and is a member of the Association for Accounting Marketing (AAM) where she has held roles within several committees. In 2018, she was named AAM Rookie of the Year, designed to recognize a marketer on the rise demonstrating distinction in the field. Additionally, Katherine is actively involved with the Newfoundland Club of America Rescue, fundraising and participating in foster and adoption efforts of Newfoundlands across Ohio, Michigan and Kentucky.

#### **About GBQ**

At GBQ, our purpose is clear: we [empower growth](#); growth of our people, our communities and our clients' businesses. A top tax, accounting and consulting firm for 69 years, we're driven by the outcomes that we know can change the lives of those we work with and for. We've learned that *this* is what matters most to our stakeholders. It is this purpose that drives and inspires us every day. It's why we exist.

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**Media Contact:**  
Sara Robertson