



FOR IMMEDIATE RELEASE:

Contact:

David Fridling

215.588.9933

david@dficorpcomm.com

**SMART BUSINESS ADVISORY AND CONSULTING
NAMES FIRST TRANSACTIONAL KNOWLEDGE OFFICER**

Devon, PA Feb. 24 ... SMART Business Advisory and Consulting, an international business consulting and accounting firm, has named Bill Penczak as the firm's first Vice President, Transactional Knowledge Officer (TKO).

In this capacity, Penczak will work with SMART's Knowledge Unit leaders to develop product solutions and bring them to market. As SMART's TKO, Penczak will lead product development, sales and marketing for the firm.

Prior to joining SMART, Penczak served as Chief Marketing Officer of UHY Advisors, Inc., among the 10 largest middle market business advisory and accounting firms in the nation. While there, he was a member of both UHY's corporate infrastructure group and management committee, and was responsible for all internal and external communications for the firm. This included new product development, change management communication, branding, c-suite communications, thought leadership and practice development.

"For a firm its size, SMART has a remarkable pool of talent in consulting, tax, and audit. I was intrigued to find that not only are 75% of Managing Directors former Big 4, but a large percentage have also served in management positions in industry, which presents unique insights for our clients and prospective clients," said Penczak.

Previously, Penczak was Chief Operating Officer of STANANDLOU Advertising of Houston, and Senior Vice President, director of client services at Publicis in Seattle. In the past two years, he has authored more than 30 industry articles, and will have a book published by Thomson Reuters in March.

“Bill has the rare ability to combine strategic thinking with tactical execution,” said Steve Samek, CEO of SMART Business Advisory and Consulting. “With his arrival, we are continuing to enhance our ability to provide the services, skills and knowledge needed by the international business community to compete effectively in this continually emerging business environment. The result will be continuing growth and expansion for SMART.”

About SMART

SMART Business Advisory and Consulting, LLC (www.smartgrp.com) is a premier international provider of financial advisory and business consulting services. SMART offers innovative solutions to public and private companies in the areas of financial advisory and business consulting, technology, business process, accounting and audit, compensation and benefits, and tax. Through an alternative practice structure, SMART and Associates, LLP offers a full range of attest services. SMART Business Advisory and Consulting, LLC and SMART and Associates, LLP have an alternative practice structure. The two companies are separate and independent legal entities that each work to meet clients’ business needs. SMART Business Advisory and Consulting, LLC is not a licensed CPA firm.

#