Selden Fox
Accounting for your future

Maryanne C. Adams

Director, Operations & Marketing
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With 20 years of experience in professional services, Maryanne leads the firm's marketing efforts, manages its operational teams, and directs its organizational development initiatives.

On the operations side, she oversees the firm's administrative, human resources, IT, and finance functions, turning to the respective team members to work autonomously in serving the firm and its clients. She provides recommendations to the firm's owners on the various operations of the firm in response to the evolving nature of the industry, technology, and the economy. In her role, she has led the implementation of new systems for the firm, including a time/billing system, a workflow program, and other tax software to increase efficiency and create more electronic delivery options for clients.

Her marketing work encompasses content marketing, client proposals, website strategy, client survey programs, and marketing training and coaching. Maryanne directs the ongoing marketing strategies and executes on initiatives that align with providing superior client service and accelerating growth of the firm's business. She has orchestrated the redesign of the firm's website and oversaw a rebranding effort of the firm shortly after arriving at the firm.

As a certified Team Clock consultant with the Team Clock Institute, Maryanne led an organizational development initiative at the firm which included an employee assessment and developing and implementing a strategic internal plan to respond to the assessment results. The resulting plan included various efforts, including updating the firm's mission, vision, and values, and putting systems in place for greater role clarity and more transparent leadership.

In addition to her role within the firm, Maryanne is called on by clients to serve as interim operations director or in administrative capacities during leadership transition periods and for defined projects, such as system implementations or organizational development initiatives. Her experience working with the leadership of various organizations proves to serve as a valuable resource to organizations that are undergoing change or leadership transition within their organization.

Maryanne earned her bachelor's degree in public relations from Marquette University with a specialty in political science. She spent a year of college interning on Capitol Hill in Washington, D.C. with both the U.S. Senate and the U.S. House of Representatives. She attended Marquette on a full scholarship through the WGA Evans Scholars Foundation, thanks to her golf caddying at White Eagle Golf Club in Naperville.

Outside the office, she enjoys spending time with her husband and two sons, watching Chicago sports, and walking her dog.

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