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**HASKELL & WHITE LLP ADDS DIRECTOR OF MARKETING**

**IRVINE, Calif.** – Haskell & White LLP, one of Southern California’s largest independently owned accounting, auditing and tax consulting firms with offices in Orange County and San Diego, today announced the addition of Meagan Hayes as director of marketing.

“Meagan’s extensive background in working with financial institutions and her experience in development and executing successful marketing programs for these companies make her an invaluable addition to the Haskell & White team,” said Wayne Pinnell, managing partner at Haskell & White. “Her keen business sense in defining target markets and managing marketing resources will help us implement strategies to further grow our offerings and services.”

In her role as director of marketing, Hayes is responsible for developing and implementing the firm’s annual marketing plan and strategic programs to promote new services or initiatives to current and prospective clients. In addition, she will oversee the firm’s request for proposal process to support new business development and manage integrated marketing programs to reach sales and revenue goals of assigned departments.

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**Haskell & White – Director of Marketing**  
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Previously, Hayes has held senior level marketing positions at national financial institutions, including The March Group and Citigroup Geneva Capital Strategies, where she executed marketing campaigns, projects and programs that resulted in demonstrated revenue and profitability increases.

Hayes received her bachelor's degree in business economics from the University of California, Santa Barbara, and certificate in marketing communications from the University of California, Irvine. She is a resident of Costa Mesa, Calif.

**About Haskell & White LLP**

Haskell & White LLP is one of the largest independently owned accounting, auditing and tax consulting firms in Southern California, specializing in servicing public and private middle-market companies. With locations in Irvine and San Diego, Haskell & White combines the expansive services, knowledge, experience and reach of national and international accounting firms with the personal attention, responsiveness and value of a local organization. Haskell & White works with companies in a broad range of industries including real estate, manufacturing, distribution, technology, and retail. The firm provides solid expertise and services to its clients in the tax and audit disciplines, including advising SEC registrants and consulting on mergers and acquisitions. Further information on Haskell & White can be found on the firm's website, [www.hwcpa.com](http://www.hwcpa.com).

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