



Veronica Vannoy

Director of Marketing & Communications

Education & Credentials

- B.S. in Marketing & Communication - Graphic Design Minor - University of Miami

Professional Organizations

- American Marketing Association - Member
- Association for Accounting Marketing - Member

Community Involvement

- Small and Emerging Contractors Advisory Forum (SECAF) - Board Member and Chair of the Marketing Committee

Acknowledgements & Awards

- 2022 SECAF Advocate of the Year
- 2020 Star CMO - DC Live - Washington, D.C.

Direct: 717-358-9114

E-mail: vvannoy@troutcpa.com

Veronica is the Director of Marketing & Communications at Trout CPA where she leads brand strategy, communications, digital marketing, technology and marketing operations. As the head of the marketing department, she partners with firm leadership to elevate Trout CPA's brand presence, strengthen client engagement, and drive growth across the Mid-Atlantic region.

With more than 25 years of experience, Veronica has built a career leading brand and marketing functions for accounting, advisory, finance, consulting and professional service organizations. She is recognized for her ability to unify brand strategy with demand generation, ensuring marketing investments translate into measurable results. Her expertise includes digital transformation, content and communications strategy, and aligning go-to-market programs with business priorities.

Before joining Trout CPA, Veronica was the Brand Director at Cherry Bekaert, LLC and the Chief Marketing Officer & Partner at Cordia Partners and Resources, where she guided brand evolution and integrations after acquisitions, scaled marketing teams, and executed national campaigns that doubled revenue to position Cordia for its own acquisition. Prior roles include senior leadership positions at a recruiting and staffing firm and ownership of a communications & website development firm.

Veronica holds a Bachelor of Science in Marketing, Advertising and Graphic Design from the University of Miami in Miami, FL. She serves as a board member and the Chair of the Marketing Committee for the Small and Emerging Contractors Advisory Forum (SECAF) and is a member of the American Marketing Association and the Association for Accounting Marketing.

Veronica lives in Rockville, Maryland with her husband and dog, Sophie. They have three children who are pursuing careers in Public Relations, Law, and Real Estate Development. In her spare time, she enjoys playing tennis and painting on oil canvas.

