



Kennedy Backer

DIRECTOR, THE ROSENBERG SURVEY

📍 St. Louis, MO

Kennedy joined The Growth Partnership in 2021, supporting both the training and development and outsourced marketing teams. In 2022, she took on a pivotal role with INSIDE Public Accounting (IPA) and The Rosenberg Survey, helping firms access critical benchmarking data to drive informed decision-making.

As Operations Coordinator at INSIDE Public Accounting, Kennedy works closely with the IPA team to oversee the administration of four key practice management surveys. She ensures seamless execution, precise data collection, and meaningful insights for participants.

Her role with The Rosenberg Survey is equally impactful. She collaborates with survey participants to ensure clarity and consistency, meticulously reviews submissions for accuracy, and manages the survey platform to optimize efficiency. Kennedy's keen attention to detail and commitment to operational excellence helps firms gain reliable, actionable benchmarking data.

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PO Box 601 | Mont Alto, Pennsylvania 17237
thegrowthpartnership.com

kbacker@ipainsider.com