

MATAX Honored as Finalist in Xero Awards US 2024 People's Choice Category

Tech-forward firm MATAX recognized for revolutionizing startup accounting with Xero. Empowering entrepreneurs through innovative, time-saving solutions.

SAN FRANCISCO, CA, USA, August 21, 2024 /EINPresswire.com/ -- MATAX, a pioneering tech-forward accounting and advisory firm, has been recognized as a finalist in the prestigious Xero Awards US 2024 People's Choice category. This prestigious accolade underscores MATAX's unwavering commitment to revolutionizing business operations through innovative technology integration and strategic guidance.



we give entrepreneurs their time back™

Empowering Businesses with Intelligent Accounting Solutions

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Dawn Hatch

The Xero US People's Choice Award, determined by nominations from businesses across the United States, celebrates advisors who exhibit exceptional skill, dedication, and expertise in navigating the complexities of growing companies. MATAX's triumph reflects its dedication to fostering client success through personalized service, cutting-edge technology, and forward-thinking business strategies.

"This nomination is a testament to our amazing clients and our passionate team," said Dawn Hatch, Founding Partner

of MATAX. "It reinforces our mission to give entrepreneurs back their most valuable asset - time - by leveraging advanced technologies and unparalleled accounting expertise."

MATAX's four principals - Julie DeVincenzi (Managing Partner), Dawn Hatch (Founding Partner), Cheng Vang (Senior Client & Accounting Manager), and Dan Quigley (Lead Accounting Technologist) - have cultivated a firm that embodies the values of integrity, diversity, agility, work-life harmony, and collaboration. These principles drive MATAX to deliver transformative services to early-stage tech startups and other growth-oriented businesses.

By harnessing Xero's robust platform as the central hub for business information, MATAx helps startups optimize their operations, gain real-time insights, and make data-driven decisions. This tech-savvy approach, combined with MATAx's deep expertise, enables clients to focus on innovation and growth while maintaining robust operational management.

"Xero serves as the cornerstone of our digital ecosystem," added Julie DeVincenzi. "Its flexibility and integration capabilities allow us to create tailored, automated solutions that evolve with our clients, from pre-funding stages through rapid expansion."

MATAx specializes in building sustainable, dynamic systems that automate many internal business functions. By [integrating various applications and technologies](#) with Xero, MATAx empowers business leaders and founders to work from anywhere allowing key personnel to concentrate on core services and products.

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As a Finalist of the Xero US People's Choice Award, MATAx reaffirms its position as a tech-forward accounting and advisory services pioneer. The firm remains committed to driving innovation, fostering client success, and shaping the future of business management for growing companies.

For more information [about MATAx](#) and its award-winning services, visit www.mataxhq.com.

About MATAx

MATAx is a San Francisco-based tech-forward accounting and advisory firm specializing in empowering early-stage tech startups and growing businesses. Through innovative technology integration, strategic planning, and personalized advisory services, MATAx helps entrepreneurs focus on their core business while building a solid foundation for growth.

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