

PEOPLE ON THE MOVE

HIRINGS, PROMOTIONS, BOARD MEMBERS AND SPECIAL ANNOUNCEMENTS IN SAN DIEGO

Signature Analytics, an accounting, finance, and business advisory firm headquartered in San Diego, CA, recently hired Bill Ness and Zak Higson to join the company as Executive Vice Presidents and Market Leaders, while also promoting Tony Sands to the company's Southern California Regional Sales Manager. These three bring significant combined experience and expertise to the company, are well connected in the community and local markets, and have worked with some of the region's most respected companies.

These executives will continue amplifying the company's mission to help business owners improve performance and achieve their goals by gaining greater visibility into their financial and operational data.



SIGNATURE
ANALYTICS

ACCOUNTING, FINANCE, AND BUSINESS ADVISORY

New Hires and Promotion



Bill Ness



Zak Higson



Anthony Sands

Bill Ness, Executive Vice President & San Diego Market Leader, has more than 30 years of experience as an operator and executive at several successful companies throughout San Diego. He is well known and regarded in the local marketplace and is excited to continue supporting business owners and leaders to improve and grow their businesses. Bill has an extensive understanding of strategic, operational planning and focuses on helping companies to reach their highest objectives and goals. Since joining Signature Analytics, he has embodied the company's core values and focuses on mentoring and developing team members while contributing to company expansion and growth plans.

Zak Higson, Executive Vice President & New Market Leader, has joined Signature Analytics with 20 years of experience in finance, operations, and business consulting. He's also been the Co-Founder and CEO of several successful restaurants throughout San Diego and is highly regarded in the community. Being a serial entrepreneur with a strong will to succeed, Zak brings a perspective that many business owners can appreciate. Additionally, his experience in food and beverage, hospitality, distribution, and manufacturing industries provide the firm with a notable advantage over those verticals

across all markets. Zak is excited to share his extensive knowledge, allowing him to thrive in his role as the company looks to expand in 2022.

Anthony Sands, Senior Vice President & Regional Sales Manager, has been with Signature Analytics for over six years and continues to drive tremendous growth and success throughout his time in a business development role. With more than twenty years of experience in the San Diego and Orange County markets, Tony's career has been focused primarily on middle-market businesses. His passion for building relationships is the key to his success, and in his new role, he'll lean on this passion for furthering the firm's efforts in driving new business and revenue growth. Tony has set ambitious goals and is very excited about the role and challenges ahead.

These three will work alongside existing company leadership to take Signature Analytics to new heights. Their knowledge of the current marketplace, customers, and strong partner network is plentiful, and their presence is tremendously valued.

**For more information or to start working with Signature Analytics, visit
SignatureAnalytics.com.**