

Company: Fully Accountable, Akron, OH

Company Description: Fully Accountable is an outsourced accounting and finance firm specializing in helping eCommerce and digital businesses improve profitability, cash flow, and financial clarity. We act as a full back-office finance team, providing fractional CFO, accounting, and advisory services tailored to each client's needs.

Nomination Category: Company/Organization Awards Categories

Nomination Sub Category: Fastest Growing Women-Owned or -Led Company of the Year

Nomination Title: Fully Accountable: A Women-Led Powerhouse in Outsourced Accounting



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 197 words used.

Fully Accountable is a premier outsourced accounting and fractional CFO firm specializing in ecommerce and digitally native businesses. Founded in 2014 by entrepreneurs Vinnie Fisher and Chris Giorgio, the company was built to solve a growing need in the market: providing strategic financial clarity and back-office support to fast-scaling online brands. Since its inception, Fully Accountable has served over 600 clients and managed more than \$7.2 billion in client revenue across industries including health and wellness, consumer goods, SaaS, and subscription services.

With a focus on financial reporting, cash flow optimization, profitability planning, and tax strategy, Fully Accountable supports companies with annual revenues between \$2 million and \$100 million. The firm has grown to a 50+ person team with deep expertise in ecommerce finance, accounting, and digital business strategy.

Fully Accountable's performance and reputation have earned national recognition: five consecutive placements on the **Inc. 5000** list, distinction as a **Top 5 Outsourced Accounting Firm** by CFO Tech Outlook, and consistent ranking as one of the **Greatest Places to Work**. Known for blending cutting-edge technology with a deeply personalized approach, Fully Accountable continues to drive measurable growth for clients while scaling its own operations year over year.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 222 words used.

Since July 1, 2023, Fully Accountable has continued to accelerate as one of the leading outsourced accounting and fractional CFO firms for ecommerce and digital businesses. Over the past year, the firm has expanded its service base to support more than 100 active clients, helping businesses with annual revenues ranging from \$2 million to \$100 million navigate complex financial environments.

In this period, Fully Accountable has delivered over 1,000 financial reports, helped clients uncover more than \$14 million in profit opportunities, and continued to drive an average 15% increase in profitability across engagements. The firm has also supported clients in adapting to new tax legislation, including the Big Beautiful Bill changes, and developed scalable processes to improve inventory forecasting, margin analysis, and cash flow planning.

In recognition of its performance and culture, Fully Accountable earned its fifth consecutive placement on the **Inc. 5000** list and was again named one of the **Greatest Places to Work**. Internally, the company invested in operational infrastructure, upgraded its client reporting dashboards, and grew its finance team to ensure deeper industry specialization across ecommerce verticals.

Fully Accountable's commitment to client growth, data-driven decision-making, and consistent delivery has solidified its reputation as the financial backbone for digital businesses nationwide. The firm continues to prove that accounting isn't just about compliance—it's about driving measurable, strategic growth at scale.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 220 words used.

Fully Accountable's achievements are both significant and uncommon in the accounting and financial services industry—an industry where innovation is often slow and few firms take a public-facing role in educating and engaging the market.

What makes Fully Accountable's performance unique is how it has redefined what it means to serve as a financial partner—not just by delivering accounting services, but by building a bold, modern, and founder-focused support model. While many firms rely on technical jargon or sales-driven outreach, Fully Accountable launched a cross-platform strategy including a financial newsletter, YouTube channel, and LinkedIn content series that makes financial literacy more accessible to ecommerce and digital entrepreneurs. This level of educational outreach is rare among accounting firms, particularly in the outsourced CFO space.

Internally, Fully Accountable has scaled from a small startup to a nationally recognized firm with over 600 clients and \$7.2B in revenue under management. Even more importantly, it has built a high-performance team culture where women make up 75% of the organization, 60% of CFO roles, and two-thirds of the executive team—an extraordinary statistic in an industry where women are significantly underrepresented in leadership.

Compared to others in the space, Fully Accountable is a breath of fresh air—empathetic, data-driven, and unapologetically innovative. It's not just keeping pace with industry trends—it's helping reshape the future of outsourced finance.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 222 words used.

1. **May 2025 "Dollars & Sense" PDF Newsletter**

This flagship edition of Fully Accountable's monthly newsletter simplifies complex financial topics like declining margins and rising costs into actionable insights. It helps thousands of ecommerce founders navigate financial challenges, empowering smarter decisions and fostering stronger business outcomes. This publication exemplifies Fully Accountable's commitment to supporting its clients' growth and contributing to the firm's remarkable expansion.

2. **LinkedIn – International Women's Day Post/Video**

This LinkedIn post highlights Fully Accountable's focus on empowering female leadership within the firm and across the industry. By featuring its women-led team, the post reinforces the firm's role as a leader in an industry where women hold only 23% of leadership roles. The video showcases the firm's commitment to advancing women in business and reflects its inclusive and empowering culture.

3. **YouTube – "The Power of Non-Monetary Assets" Video**

This educational video demonstrates Fully Accountable's innovative approach to helping ecommerce business owners leverage non-monetary assets for growth and profitability. It reflects the firm's mission to provide practical financial guidance while emphasizing its commitment to driving growth and delivering value to clients. Through initiatives like this, Fully Accountable showcases its leadership in fostering sustainable business success.

These materials highlight Fully Accountable's significant growth, its impact as a women-led organization, and its dedication to supporting clients while breaking down barriers in the financial services industry.

Attachments/Videos/Links:

[Fully Accountable: A Women-Led Powerhouse in Outsourced Accounting](#)



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