



TOM MERCER

Director Of Bean Ninjas Europe

KEY FOCUS: To build a market-leading, eco-friendly financial services business that makes an impact on clients and the world around us.

Tom is an ACCA certified accountant with over 6 years of diverse experience working as a remote accountant all over the world. He specialises in designing bespoke accounting and bookkeeping solutions for online businesses using Xero.

Tom helps businesses understand their finances, automate their bookkeeping, and to grow to their full potential.

As European Team Manager, he ensures his European clients are receiving the best customer service possible. Tom is fluent in both English and Spanish.

Industry Experience:

- Chartered Certified Accountant
- 10+ years accounting experience
- Xero integration and setup expert

Values:

- People first
- Environmentally-friendly business
- Always evolving
- 100% effort in everything you do

Tom is a big fan of animals, especially his dog. He's also an avid traveler.

INTERVIEW TOPICS

- A2X Roundtable: Integrating and Automating for E-commerce
- Internal process documentation: The benefits of putting pen to paper
- Cash is King: How to improve your Cashflow
- Business environmental responsibility and how you can make an impact through changes in your business.
- Getting your Xero setup and integrations right.

"I had a few calls with Tom to setup Xero for my business and he was absolutely amazing! Tom helped eliminate that emotional factor by setting up my chart of accounts, helping with getting automated feeds, and giving me personalized training on Xero to handle my specific business needs. Now I can accurately see how my business is doing, and the data is helping me make strategic decisions that'll grow the business further.

- Willie Tsang

CONNECT WITH TOM

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