



TRACEY NEWMAN

Partner & Director of Bean Ninjas Australia

KEY FOCUS: Helping eCommerce businesses to scale beyond 8-figures

Tracey is the Director of Bean Ninjas Australia (formerly CloudCounting), and there was never a more passionate advocate for working in the Cloud.

Tracey is a Registered Tax Agent, Chartered Accountant, and a Certified Xero Consultant. Tracey has worked in Big 4 accounting firms and now specializes in supporting 7-figure+ eCommerce business owners to scale and live their best life.

Tracey has over twenty years of experience working with clients implementing and advising on accounting systems. She is passionate about helping you find the right eCommerce tech stack.

Tracey is fluent in two languages – English and eCommerce.

She has also been featured in popular eCommerce podcasts Cloud Stories, Add to Cart and A2x Back Office and a A2x sponsored article in Xero Users magazine. Tracey has written articles for Dear Inventory, Maropost Commerce Cloud and MYOB blog.

When Tracey isn't leading her team and updating her accounting knowledge, she's doing running challenges around Brisbane to stay fit.

INTERVIEW TOPICS

- Best Practice eCommerce Bookkeeping and Tax Tips
- Considerations for eCommerce international expansion
- How to design eCommerce specific financials
- Best Practice eCommerce Financial Reporting Tech Stack
- Sales Tax and Income Tax reporting obligations for eCommerce businesses selling worldwide

“Tracey and her team are Australia's leading eCommerce accounting experts. I always recommend anyone starting or running an eCommerce business, needs to talk with Tracey, as she has a deep understanding of the integrations, and tax requirements of eCommerce businesses.

- Heather Smith, Ambassador for Innovation, Chartered Accountants Australia and New Zealand

CONNECT WITH TRACEY

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