



Michelle Robinson

CPA, MBA

Manager

Outsourced Solutions

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As an integral member of SEK's Outsourced CFO & Accounting Solutions department, Michelle brings extensive experience supporting nonprofit organizations and small businesses across a variety of industries. She works closely with clients to strengthen financial operations, streamline processes, and implement technology solutions that enhance efficiency and transparency. Michelle partners with clients in a hands-on, collaborative manner, helping them navigate monthly close, cash flow management, budgeting, forecasting, and financial reporting. She also delivers controller-level and CFO-level support, offering strategic insight and practical guidance to help organizations achieve their goals and address operational challenges. In addition to her client-facing work, Michelle supports internal initiatives related to efficiency, technology adoption, and staff development. She helps align team skillsets with client needs and develop best practices for the department. Prior to joining SEK, Michelle taught accounting at Shepherd University for 10 years and served as an academic advisor, where she helped students align their interests with their career paths. She also held roles within a church and private school, served as a nonprofit university Finance Director, and worked as an accounting tutor.

Areas of Practice

- Business Tax & Advisory
- Outsourced CFO & Accounting
- QuickBooks

Industries

- Healthcare Professionals
- Nonprofit
- Healthcare Advisory
- Professional Service Firms

Community Involvement

- West Virginia Jump Junior Mentoring Program - Board Member
- St. Joseph Church, Martinsburg - Seasons of Hope Catholic Bereavement Ministry Facilitator

Education

- B.S. Accounting & Business Administration - Shepherd University
- Master of Business Administration - Shepherd University

Certifications

- Certified Public Accountant - West Virginia

- Intuit Certified Bookkeeping Professional
- BILL Partner Certified
- BILL Expert Certified

Professional Affiliations

- American Institute of CPAs - Member
- West Virginia Society of CPA - Member
- Virginia Society of CPAs Shenandoah Valley Chapter - Member
- Blue Ridge Community & Technical College - Accounting Program Advisory Council Member