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James Moore Welcomes Daniel Shorstein as President of Digital

Gainesville, FL (Oct. 29, 2024) – James Moore Digital is excited to welcome [Daniel Shorstein as President](#). With over 20 years of leadership in accounting, internal controls, and technology, Daniel brings deep expertise in automation, AI and data analytics. Most recently, he served as vice president of product management at Deloitte & Touche LLP, where he pioneered innovative generative AI (GenAI) solutions for financial accounting and reporting, audit readiness and internal controls.

This is a homecoming for Daniel, who previously worked at James Moore & Company as a senior accountant from 2005 to 2010. His extensive knowledge, coupled with his passion for leveraging cutting-edge technologies, is set to drive innovation for James Moore Digital.

“I’m thrilled to return to James Moore and its tradition of excellence while pushing boundaries in digital transformation,” said Daniel Shorstein. “I look forward to developing AI-driven products that solve complex problems, and I look forward to delivering even greater value for our clients.”

“We are beyond excited to welcome Daniel back to James Moore,” said [James Moore managing partner Suzanne Forbes](#). “His expertise in AI, data analytics and product development, combined with his deep understanding of accounting and internal controls, aligns perfectly with our vision for the future. Daniel’s return to the firm strengthens our commitment to driving innovation and delivering exceptional value to our clients. His passion for using cutting-edge technology to solve complex problems will elevate our digital services to new heights.”

James Moore Digital is an affiliate of [James Moore & Company](#). Founded in 1964, James Moore is a business consulting firm with offices in Daytona Beach, DeLand, Gainesville, Ocala and Tallahassee, Florida. The firm specializes in providing tax, auditing, accounting and controllership, data analytics, human resources, technology and wealth management services to clients nationwide.

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