

SkyStem's Ally Mason Recognized in Sociable 50 under 50 for Marketing Innovation!



New York City, New York Feb 1, 2024 ([Issuewire.com](https://www.issuewire.com)) - SkyStem LLC, a leading provider of automated month-end close and account reconciliation software, is pleased to announce the company's Marketing Lead, Ally Mason, has been featured in The Sociable's '50 under 50 Marketing Leaders Shaking up the Industry. With the marketing profession on the rise and its newfound necessity to a never-ending array of businesses, we see more and more marketing leaders setting new industry

standards with creative and innovative marketing campaigns. This feature speaks to the leaders who have made a splash with their marketing efforts and who we should keep our eyes on going forward.

Marketing is the process of creating a brand identity through which you communicate to your audience the importance of what you offer. Ally has been leading the marketing initiatives at SkyStem for several years now and has magnificently portrayed SkyStem's personality and has curated many successful marketing campaigns based on it. Ally is a forward-thinking marketer with the ability to build a narrative around the company while always keeping the customer in mind. Her ever-evolving outlook in this role will cater to her continued success while she experiments with new ideas and seeks further ways to break the mold.

To read the complete feature on Ally, please click [here](#).

About The Sociable

Dissecting tech's relationship with society. *The Sociable* is a technology news blog that picks apart how technology transforms society and vice versa. We delve deep into how technology is used by governments, businesses, and citizens of the world while analyzing its ethical, social, and philosophical implications. Our mission is to discern truths, wherever they lie. We not only inform **what** is being done with technology but to empower a conscious and curious public by showing **how** and **why** technology is being implemented and whether these policies align with the values of a free society.

About SkyStem LLC

Headquartered in the heart of New York City, SkyStem delivers a powerful month-end close solution for organizations seeking to streamline their financial processes. The company's flagship solution, ART, is an enterprise technology that helps CFOs and Controllers shorten the month-end close and the time to issue financials by automating balance sheet reconciliations, managing month-end tasks, performing balance sheet flux and P&L variance analysis, and providing insightful reporting. Our web-based solution streamlines and eliminates up to 90% of manual activities while strengthening internal controls and corporate governance.



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