

Elizabeth Potocki

CPA

PRINCIPAL

616.288.0720

epotocki@doeren.com



Elizabeth has over 20 years of experience in the public accounting industry, with a specialized focus on state and local tax, as well as mergers and acquisitions.

Elizabeth is highly specialized in state and local taxes, including in state income and franchise tax, property tax, sales and use tax, and payroll tax. Her early career experience includes two years at a small local firm as a general tax staff member, and over ten years at various large national firms where she perfected her state and local tax specialization full time. As a trusted advisor, she assists clients in mitigating risks, improving compliance, maintaining margins and more.

She sets herself apart by identifying how her client's business decisions impact their state and local tax filings, developing tax plans to support their overall goals and mitigate their tax exposure. Motivated by her passion for teaching and coaching clients about complex tax strategies, Elizabeth also hosts technical trainings for the firm and previously served as an adjunct professor at Grand Valley State University.

Education

Michigan State University

- B.A., Accounting
- M.S., Accounting

Certifications

Certified Public Accountant (CPA)

Affiliations

American Institute of CPAs

Michigan Association of CPAs

Industry Specializations

Agriculture & Food

Construction & Real Estate

Consumer Products

Logistics & Distribution

Manufacturing

Professional Services

Technology



With thousands of states and localities imposing taxes in the United States, the state and local tax implications of operating a small business can be daunting. My goal is to remove the stress of identifying and complying with these taxes so clients can focus on what they do best – operating and expanding their own business.