Data and Analytics (D&A) is the science of transforming, modeling, and analyzing data to tell a story. D&A professionals leverage our clients’ data to design, build, and automate solutions and visualizations to support our clients’ tax functions. Our Ignition Tax D&A team applies technologies such as Excel, SQL database, Alteryx, Tableau, PowerBI, and Qlikview.

Digital Transformation
Digital Transformation helps our clients optimize their tax functions to create business value and maintain a competitive advantage in a digital-first world. Our team focuses on process redesign and technology enablement using emerging technologies and intelligent automation.

Systems Integration
Systems Integration professionals assist clients with business process design, configuration and implementation of tax software applications, and the tax aspects of enterprise systems. Our teams utilize tax technical and technology skills to assist clients with understanding and defining their tax lifecycle requirements and then finding and implementing systems to achieve their goals.
Who we are

Danny Lumian

I am on the forefront of a changing space.

I work as a Machine Learning specialist, which means I automate things that can’t quite be described with application logic or rules through the development of algorithms, data collection, and curation. Having a background in psychology and data science has really helped me within my role!

I love working for KPMG Ignition Tax because I get to develop tax workflow augmenters—we are not automating tax, but augmenting the processes of Tax professionals. It is exciting to be working in such a forward-thinking group. Having that mind-set engrained within KPMG makes this a unique place to work!

Kelly McNamara

I get to flex my creativity and decision-making skills.

I started my career over a decade ago in the KPMG Business Tax Services real estate practice. For the first five years of my career, I leveraged my accounting degree by working on tax compliance engagements. I enjoyed deconstructing step-by-step tasks and uncovering opportunities to streamline and improve processes. Because of that interest, I transferred to KPMG Ignition Tax where I now help clients design their future tax operating models.

This job allows me to flex my creativity and decision-making skills. I explore high-level and detailed system requirements, develop and refine solutions, and recommend a direction aligned with the client’s priorities. The most rewarding aspect of my job is seeing the entire process from first exploring a client’s challenges to delivering changes that drive value.

Olu Ogidan

I enjoy helping make someone else’s job easier.

I started my career at KPMG with a degree in Business Administration when Ignition Tax was a national practice of 50 people—now we have over 250!

I’ve learned a lot about data modeling, which involves using data to obtain insights or identify solutions, likely accompanied by the implementation of new technology. I’ve worked with a variety of industries while I’ve been at the firm, including healthcare, manufacturing, pharmaceuticals, and technology clients. I appreciate when clients tell me something I’ve built has saved them time or made their job easier. I love knowing that I helped people in my own little way.

Srilekha Varanasi

My role is constantly evolving as emerging technologies change.

I joined KPMG as a campus hire with a Master’s degree in computer science. Now, I am a solution architect in the KPMG Ignition Tax practice, leveraging intelligent automation and emerging technologies to improve tax operating efficiencies.

When you think about emerging technologies, you think of cloud, chat bots, artificial intelligence, voice translations, etc. What people may not realize is that these are completely relevant to Tax! You don’t need to have in depth tax technical skills to be able to apply these emerging technologies in the Tax space. What makes KPMG Ignition Tax so exciting is that I never spend too long on one technology. We are always trying to be ahead of the game—things move fast and my role is constantly evolving. The sky is the limit!
Our Ignition centers are unique environments that encourage technological creativity. With project-focused work spaces that foster inventive technology-driven solutions, these centers empower and inspire us.

4 Ignition Tax centers:

- **Atlanta**
- **Chicago**
- **Denver**
- **NYC**

- **Creative and active collaboration using interactive technology**
- **Work is collaborative and innovative – even when being in-person is not an option**

- **A relaxed setting that encourages community and camaraderie**
- **Project and independent work spaces that empower and inspire**

Contact us

For more information, please visit us at [kpmgcampus.com](http://kpmgcampus.com)

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