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Gwendolyn Standberry Evans

CEO and Founder, GSE – The State Tax Experts

Gwendolyn (Gwen) is a professional with a unique combination of tax policy, management, and leadership skills. She has gained expertise and put it to work at the state government level, in the corporate world, and now as a business owner. GSE is a multi-state tax consulting firm based in Dallas, Texas with clients throughout the U.S.

Gwen was exposed to tax accounting while working for Club Corporation of America in Dallas after graduating from the University of Southwestern Louisiana. Less than a year later she began auditing state sales, use, income, and motor fuel taxes at the Florida Department of Revenue, where she stayed for 10 years. Her next move was into the corporate world, working for Raytheon Company in various capacities including managing the indirect tax compliance and audit functions; handling tax legislation and policy matters; providing technical research and training; managing the pursuit of credits and incentives; developing strategic tax planning ideas; and overseeing tax-related system implementations.

While at Raytheon, she started a sole proprietor business (Unique Financial Services) and subsequently incorporated under the name A & G Evans Management. The business clientele included small to medium businesses and individuals. She operated the business for 10 years before deciding to focus 100% of her time on her corporate career.

She later left Raytheon for Ryan LLC, specializing in multi-state and local tax legislative and regulatory analysis, among other things. Her success there, where her duties also included executing tax policy strategies and providing advocacy services, led her to becoming CEO of RyanWest and later venturing back out on her own by rebranding A & G Evans Management, Inc. and creating Standberry Enterprises, Inc. (DBA: GSE). The impetus for striking out on her own again: "Missing the feeling of managing my own firm."

At GSE, Gwen brings her wealth of experience to businesses. Many tax/accounting departments have limited resources and do not have the bandwidth to execute legislative changes, pursue credits and incentives, tax overpayments, property tax abatements, real estate valuation reductions, and other saving opportunities. GSE acts as an extension to these tax/accounting departments to add value and minimize their tax and operational cost, when appropriate. To do that, we analyze, research, plan, and implement strategic business and state and local tax solutions to mitigate financial risk. We are "The State Tax Experts".

Gwen has various professional affiliations. She is a certified member of the Institute for Professionals in Taxation (IPT), serving as the University Relations Committee Chair, and was a former member of the Board of Governors and instructor at the Advanced Sales and Use Tax School. She is also on the Executive Board of the Diverse Organization of Firms: Black Firms in Accounting and Beyond. She instructs and presents on state tax matters at various events. Gwen has an MBA in Finance.