



Q3 2025

Our quarterly wrap-up!

As we move into a new season, we are pleased to share updates that reflect Amesto Global's continued momentum across Europe and the United States. With new leadership milestones, practical insights about international expansion and client stories from around the world, this edition showcases how we help businesses scale with clarity and confidence. Let's dive in!

If you are viewing this on mobile, you can also read this newsletter on our website [here](#).

In the news.



Sims Tullos
Partner

MARKING A MAJOR MILESTONE: WELCOMING SIMS TULLOS AS PARTNER!

We are proud to share an exciting milestone at Amesto Global: Sims Tullos has been promoted to *Partner*, effective September 1, 2025.

As our first US hire in January 2021, Sims joined during the height of the pandemic and quickly became a driving force in our growth journey. From shaping our presence in the US and Nordics to stepping into the role of *Director of Growth* in 2023, her energy, positivity and client focus have left a lasting mark on our business.

Now as *Partner*, Sims will continue leading our global growth strategy and serve as our resident *Partner* in the United States, helping us expand our reach and strengthen relationships across all the markets where we operate.

Alongside Sims' promotion, we are also celebrating additional promotions and new colleagues joining our global offices. These milestones reflect our continued commitment to growth and to building a team that supports our clients wherever they do business.



Carla Giombi
Manager - Payroll
Processing Services



Rachael Ellis
Associate Dir. - HR Admin
Services & Head of People

amesto
Global

Set-up chaos, scale chaos.

Growth is exciting, but moving too fast without the right foundations can quickly turn ambition into headaches. In our recent blog, Sims Tullos, *Partner*, highlights why the choices you make early on, such as how you set up systems, processes and visibility, determine whether scaling becomes sustainable or chaotic.

Do: Build operational resilience alongside ambition.

Speed can be a competitive advantage, but it has to be paired with intention. Operational discipline is not the enemy of growth, it is the enabler. Putting the right systems in place for financial visibility, reporting and compliance ensures that you can expand into new markets without cracks showing up in audits, investor due diligence or employee satisfaction.

Don't: Let rapid growth outpace structure.

Set up chaos = scale chaos. Launching lean is fine, but if you try to manage accounting and payroll across multiple countries without the proper structure, the complexity will eventually catch up to you. When growth outpaces the systems that support it, the business risks buckling under its own weight.

Want to learn more about how to scale with intention and avoid common pitfalls? Read the full blog post [here](#).

Asking the right questions...

The US continues to be one of the top markets our clients desire to enter, even amidst uncertain times and changing regulations. Thinking about making the move? Start by asking the right questions. We have rounded up a few of the common ones we hear from scale-ups, along with insights to guide your planning.

Question: How quickly can a US entity be established?

Answer: The truth is: it depends. Timelines vary based on your company's structure, goals and preparedness. While it is possible to move quickly, skipping key steps can lead to costly issues down the line.

To accelerate the process responsibly, consider the following:

- Appoint an in-country Director or Officer early to speed up the set-up process
- Engage local legal and tax advisors from the outset to choose the right structure for your US plans
- Set realistic timelines for hiring new employees and having an operational entity established

Question: Which state should we set-up and/or operate in?

Answer: Don't default to the easiest. Consider all the factors:

- State-specific tax regimes and incentives
- Availability of skilled labor

- Proximity to customers or partners
- Time difference from HQ office for cross-border team collaboration
- Support from local economic development authorities, including grants, credits and soft-landing programs
- Weigh the long-term implications for both operational and investor alignment

Question: Is opening a US bank account straightforward?

Answer: In short, not always. Opening a US business bank account can be very difficult to navigate from overseas. Some roadblocks can include:

- Requiring a US-based signatory
- In-person KYC verification or requirement for US phone numbers for two-factor authentication
- Proof of office lease or US presence

Want to learn more tips about Doing Business in the US? Check out our resource center [here](#).

What does it really take to succeed when scaling across the Atlantic?

A conversation with Conor Kenny, Director of Transatlantic Business at Clark Hill.

Few people are better placed to answer that than **Conor Kenny**, *Director of Transatlantic Business* at **Clark Hill**. With experience from both the US and British Embassies in Dublin, and now advising companies at a leading international law firm, Clark Hill, Conor has a unique perspective on the opportunities (and the pitfalls) of transatlantic growth.

In this conversation with our *Partner*, **Ger Holliday**, Conor shares his take on current expansion trends, the biggest misconceptions companies face on both sides of the ocean and the key ingredients that set successful international businesses apart.



Conor Kenny

Dir. of Transatlantic Business, Clark Hill

SUCCESS FACTORS FOR INTERNATIONAL EXPANSION

Ger Holliday: We have both seen firsthand how much work goes into making international expansion successful and how easy it can be to overlook key details early on. Whether it's scaling too fast or underestimating local market differences, the right preparation and partners make all the difference.

In your opinion, what do you see as the key ingredients for a successful international expansion, particularly when entering large and complex markets like the US or the EU?



Ger Holliday

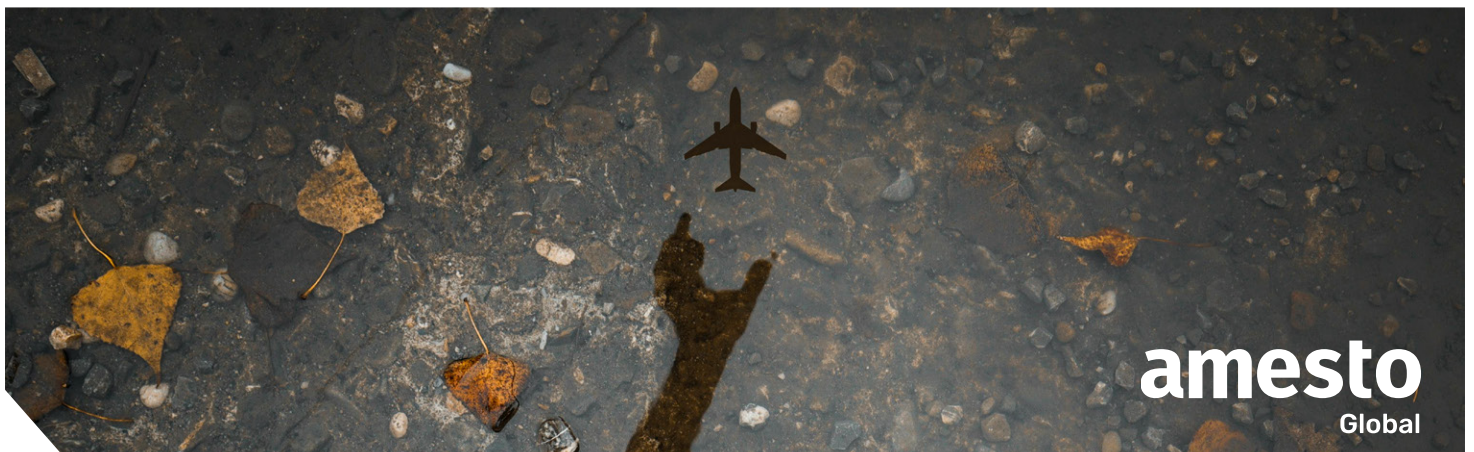
Partner, Amesto Global

Conor Kenny: Elements essential for success include good market research; the support of informed, joined-up, local advisors; and an understanding of the incentives and barriers to expansion.

Companies who have been successful in internationalizing their businesses conduct substantive market research before entering a new geography. The EU and U.S. markets are both large and diverse by their very nature. Research allows companies to segment the market and focus on the most relevant regions or industry sectors. It's challenging to enter the EU or U.S. with the aim of servicing the entire market at once. Look at California for example, it is the 4th largest economy in the world in its own right, Texas is the 9th largest, New York is the 11th, and Florida is the 19th. By initially focusing on one state and growing from there, companies entering the U.S. market can significantly, and successfully, scale their businesses.

It is critical to tap into support networks on both sides of the Atlantic. There are many agencies and organizations that support and help scaling companies. In Ireland for example, these include the **U.S. Embassy**, **Enterprise Ireland**, the **IDA**, the **American Chamber of Commerce**, and others. In the United States, support is available from the **U.S. Department of Commerce** through SelectUSA, local Embassies and consulates across the country, as well as state and local economic development organizations.

In the **full interview**, Conor shares more insights into key ingredients that set successful international businesses apart when expanding across borders.



Our team.



From different spots around the globe, we've each made the most of the summer season. Check out some highlights from what we've been up to! [#workSomewhereAwesome](#)

CLIENT SUCCESS STORY

Laying the groundwork for global scale.

When Boundless Life, a Canadian company offering integrated living, coworking and education experiences for remote-working families, expanded into Spain, they needed more than just local compliance. They needed a partner who understood both the global vision and the local details.



Amesto Global stepped in to provide exactly that. With our local team in Spain and global coordination, we supported Boundless Life across accounting, payroll, HR and

compliance. We streamlined their operations, built an efficient reporting structure and created a foundation designed to scale as they expand into new markets.

As the Boundless Life team shared,

“Working with Amesto Global has been a game-changer for us at Boundless Life. As a fast-growing company expanding across multiple European markets, ensuring the accuracy and speed of our financial closing processes is essential. Amesto Global brought both precision and efficiency to this critical function, enabling us to close our books faster and with confidence.”

– Jaime López, *Chief Financial Officer* at Boundless Life

This partnership ensured a smooth market entry and gave Boundless Life the clarity and confidence needed to grow internationally. Learn more about our client success story [here](#).

Interested in learning more? Reach out to globaloperations@amesto.com

