

# B2B Ecommerce and Tax - Avoiding Risk while Growing Ecommerce

written by Lauri Moon | October 23, 2020

Concerns about sales tax nexus and tax compliance are NOT a reason to avoid B2B Ecommerce, but there are things manufacturers and distributors need to know to avoid risks while capturing growth from digital channels.

Tax compliance fears are not an excuse for ignoring ecommerce. But manufacturers and distributors must be aware of the pitfalls — and risk of non-compliance - before launching B2B Ecommerce, particularly with the increased urgency the COVID-19 pandemic has put on digital transformation initiatives. Many new and current B2B sellers are not fully aware of Ecommerce tax collection requirements, putting their businesses at undue risk.

Join Brian Beck, author of “Billion Dollar B2B Ecommerce” and Avalara, the leading provider of tax compliance solutions, for a high-impact, data-rich webinar to discover how to unlock your digital opportunities while learning the steps necessary to avoid the risk of non-compliance. Among the topics we will cover are:

- What are these hidden risks?
- What do you need to know and prepare for?
- How do you know when you face new obligations?

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**Speakers**



### **Brian Beck, BECK Ecommerce**

Brian Beck is an Ecommerce industry pioneer with 20+ years of experience, including more than a decade as a hands-on C-level executive. He has repeatedly driven annual revenue growth rates in excess of 100% per year, and has built digital commerce operations to hundreds of millions in sales as the lead digital executive in both early stage and multi-billion dollar enterprises. Today, Brian serves as a trusted advisor to dozens of mid-market and global B2B firms in the areas of Ecommerce strategy, digital transformation, organizational evolution, digital marketing, web site experience, and technology evaluation and selection. Brian has been a featured speaker at numerous national and global industry events and is a widely published and quoted thought leader on the topic of Ecommerce and digital transformation.



### **Maria Tringali, Avalara**

Maria has been a vital part of Avalara, a leader in global end-to-end automated tax compliance, for nearly 6 years, specializing in manufacturing and distribution tax compliance. She has worked closely with integration partners such as Sage, Infor Epicor, QAD, plus many ecommerce solutions and ERPs. Maria is the Product Sales Lead for CertCapture and API, providing training, education and support for prospective customers, partners, and throughout Avalara, focusing on the benefits of the CertCapture software and services, improving the exempt customer experience, and using the AvaTax API to create custom integrations and capabilities.

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