



Independent Nashville Accounting Firm Announces Leadership Transition After 50 Years

Kraft and Company's founder Kenneth Kraft officially transitions leadership of the firm to long-standing partners Rachel Kraft Johnson, Elizabeth Kraft Bleecker and Joy Bray

NASHVILLE, Tenn. (Oct. 29, 2026) – [Kraft and Company](#), an independent, self-managed accounting firm based in Nashville's Berry Hill, is celebrating its 50th anniversary by announcing a formal leadership transition. Founder Kenneth Kraft, CPA, has transitioned day-to-day management of the firm to long-standing partners Rachel Kraft Johnson, CPA, Elizabeth Kraft Bleecker, CPA, MBA, and Joy Bray, CPA, with Rachel assuming the role of managing member.

Ken Kraft, who founded the firm in 1976 on the principles of integrity, deep personal relationships and high-touch guidance, will remain actively involved as founder and a member, continuing to serve legacy clients.

"Over the last 50 years, our focus was never about becoming the biggest firm in town. It was about building deep, lasting relationships where we truly understand a client's values and goals," said Founder and Member Ken Kraft. "Passing leadership to Rachel, Elizabeth and Joy was a natural decision. They have effectively been guiding this firm's vision for years, and I have complete confidence in their ability to shepherd Kraft and Company into its next chapter. I'm not going anywhere; I look forward to continuing to serve legacy clients while supporting our leadership team."

Bringing a combined 65 years of service at Kraft and Company, the all-women leadership team has worked together as Ken's partners since 2019. Rachel, Elizabeth and Joy all grew up in Nashville, graduated from Belmont University and have spent the majority of their careers at Kraft and Company, underscoring the firm's deep roots in Middle Tennessee.

"Our vision is to build on the founding principles and reputation for high-value consulting Ken established over the past 50 years, while strengthening how we serve our clients through technology, year-round planning and proactive communication," said Managing Member Rachel Kraft Johnson. "We are making thoughtful choices today to ensure Kraft remains a trusted advisor to clients and a great place to work tomorrow and for years to come."

In an accounting industry increasingly driven by corporate mergers, private equity buyouts and seasonal overtime scrambles, Kraft and Company has intentionally chosen to remain small, self-managed and relationship-driven. The firm recently invested in a new standalone office building in Berry Hill, reflecting a long-term commitment to the local community.

"As native Nashvillians, we understand the local business landscape and are deeply invested in helping entrepreneurs and independent companies thrive," said Member Elizabeth Kraft Bleecker. "Our new Berry Hill office was designed specifically to give our clients and team an environment where they can build long-term advisory relationships."



Kraft and Company differentiates itself by offering year-round, personalized tax strategy and accounting counsel to enhance and empower its clients' financial lives, rather than transactional bookkeeping or assembly-line tax preparation. Because of today's ever-changing tax landscape and the increased complexity of compliance, every member of the client service team is a CPA or actively pursuing CPA licensure. Additionally, the firm prioritizes sustainable work habits and employee well-being to eliminate traditional industry burnout, enabling its team to deliver consistent, proactive counsel.

"I began my career at Kraft and Company under Ken's mentorship, and his example continues to shape how I lead and serve our clients," added Member Joy Bray. "We're investing in a team for the future, creating an environment where people can build long-term careers and lasting relationships with our clients."

As the firm steps into the next 50 years under this seasoned leadership team, clients and partners can expect the same consistent, tailored service and education from their trusted advisors.

For more information about Kraft and Company's 50th anniversary and leadership team, visit www.kraftcpa.com.

###

About Kraft and Company

Founded in 1976, Kraft and Company provides year-round, personalized tax strategy and accounting counsel to business owners, entrepreneurs and high-net-worth individuals across Middle Tennessee. Operating from its office in Berry Hill, the independent, self-managed firm prioritizes collaborative relationships, sustainable work and expert financial stewardship. For more information, visit www.kraftcpa.com.

Media Contact

Jessi Rettig

jessi@reedpublicrelations.com

615-476-1685