

Glen Foster joins Intuit to lead UK Mid-Market and Partner Channel

Monday 7 September, 2026

Intuit has appointed Glen Foster as Director, Mid-Market & Channel Sales – UK, as the company steps up its investment in the UK accounting profession and mid-market.

Glen brings nearly 20 years of experience working with accountants and businesses, including 12.5 years at Xero, where he joined as its sixth UK employee and ultimately led EMEA go-to-market, followed by senior roles at Dext and Sleek.

He joins as Intuit expands QuickBooks beyond traditional accounting software into a broader AI-powered platform helping define a new category of financial technology. Intuit Intelligence brings AI together with customers' connected business data to automate work, surface actionable insights and help accountants and businesses make faster decisions while remaining in control. Moving beyond simply supporting work, it works proactively to continuously optimise performance, helping unlock business growth. Intuit has also launched its AI-native Intuit Accountant Suite in the UK, designed to bring firm, client and team management together in one place.

Glen Foster said: *"I've spent more than 20 years working closely with accounting firms and businesses, and it's a community I feel incredibly passionate about. Having spent the last two years building an accounting firm myself, I've also experienced first-hand what firms need from their technology. "What attracted me to Intuit was both the ambition for the UK and what it is building around QuickBooks bringing connected data, AI and human expertise together in a way that can take more of the work off accountants' plates while keeping them in control."*

"My first priority is to listen. I want to get out and meet accountants and bookkeepers, understand where we are getting it right and where we need to be better, and turn that feedback into action. Words are good, but actions are better. I want us to build something special with the UK accounting community."

Ciarán Quilty, SVP International at Intuit, said: *"We're increasing our focus on the accounting community in the UK. We are building product for accountants and their practice, doing everything we can to ensure accounting professionals continue to thrive, using AI to run and grow their practice. That's why we are thrilled to share that Glen Foster, with over 20 years of experience working closely with accounting firms in the UK, is joining Intuit to lead our Accountant and Mid Market team. Glen and team will share more on the products we're launching for accountants soon."*

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