

THE TOP
100
MOST
INFLUENTIAL
PEOPLE

THE THOUGHT LEADERS AND VISIONARIES WHO ARE
SHAPING THE ACCOUNTING PROFESSION

Want to be an influential person in accounting? Here's how

GAINING ENTRY TO OUR ANNUAL LIST OF THE TOP 100 Most Influential People in Accounting isn't easy, but it can be done. We've put together a list of some of the activities that most of our T100 engage in. All you have to do is commit yourself to the following for the next year or so.

► **Innovate and create.** One sure-fire way to influence the accounting profession is to build something useful for them — a tool that revolutionizes how audit confirmations are collected, for instance, or a clearinghouse for safely sharing financial information, or just the software they use everyday. But you can also create ideas — like standards for sustainability, or new ways to market professional services.

► **Educate.** Whether it's great big game-changing ideas or the intricate details of the least-important section of the Tax

Code, teaching the profession something it didn't know is a sure path to influence. (Just be sure to teach a lot of people.)

► **Regulate.** Enforcing the rules automatically comes with one form of influence, and that's the kind we recognize most often. But in the right hands, it also creates the ability to call for the best in those being regulated.

► **Cross-pollinate.** A small but vibrant subset of our T100 is composed of people who specialize in bringing together firms through M&A — but on a broader level, everyone on this list is constantly in contact with people throughout the profession and beyond, making introductions and connections and bonds that might not have happened without their influence.

► **Elevate.** The profession has high ideals and a very bright

future. Those who help it meet those ideals, and those who are actively planning that bright future, are among the most influential of all. All you have to do is become a nationwide thought leader, or start envisioning and building the structure of the profession for the next five, 10 or 20 years.

Finally, to guarantee your spot on the list, you should also travel far, far too much. If there's one thing that unites almost all of the Top 100, it's that they spend an awful lot of time in airports. Even in these days of Skype and social media, building influence is still often best done face to face (or face to faces).

With all that in mind, we invite you to meet this year's class of the Top 100 Most Influential People — and we hope you'll join them next year!
— *The Editors*



Karen Abramson CEO, Wolters Kluwer Tax & Accounting

Abramson leads her company's tax and accounting operations worldwide, and has its North America business on a path of delivering innovative mobile and cloud-based solutions for professionals.

Career Highlights: CEO, Wolters Kluwer Tax & Accounting, 2013-present; president and CEO, CCH, 2012-2013; president and CEO, Wolters Kluwer Health Medical Research, 2006-2012; vice president and general manager, CT Corsearch, 2004-2006; vice president of operations, CT Corsearch, 2000-2004 ... Vice president of site operations, MemberWorks, 2000 ... Vice president of production services, RIA, Thomson Tax & Accounting, 1996-2000.

Other Affiliations: Past board member, American Association of Publishers ... Board, International DOI Foundation ... CrossRef.

Education: George Washington University, BA.



Joe Adams Managing partner and CEO, RSM US

Overseeing strategies that have brought his billion-plus firm double-digit growth, he also led it through a major re-branding last year that aligned it with its global network.

Career Highlights: Managing partner and CEO, RSM US, 2011-present; regional managing director, Great Lakes Region, 2008-2011; audit partner, 1987; joined, 1971.

Other Affiliations: Major Firms Group, American Institute of CPAs ... Illinois CPA Society ... Vice chair, Governing Board, Center for Audit Quality ... Board of Trustees, DePaul University ... Economic Club of Chicago.

Education: DePaul University, MBA Operations Management; BA Acctg.

Personal: Born 1955, Chicago ... Married to Cheryl ... Five children.



August Aquila President and CEO, Aquila Global Advisors

A long-time consultant on M&A, compensation plans and partnership issues, Aquila is rolling out a new program on becoming a "Firm of Choice" that includes a focus on beliefs and culture.

Career Highlights: President, Aquila Global Advisors LLC, 1995-present ... Director of practice management consulting, The Growth Partnership, 2003-2005 ... Vice president of mergers and acquisitions, American Express TBS, 1996-2003; vice president of field management, 1994-1996 ... Senior VP, PDI 1987-1994 ... Partner, Friedman, Eisenstein, Raemer & Schwartz CPAs 1985-1994 ... Adjunct professor of marketing, DePaul University Graduate School of Business, 1980-1994 ... Group director of marketing, Coopers & Lybrand (Chicago Group), 1979-1983.

Other Affiliations: Founding board member, Hall of Fame member, Association for Accounting Marketing ... Author, *CPA Firm Merger Strategies That Work; CPAs That Sell; Breaking the Paradigm: New Approaches to Pricing Accounting Services; Client at the Core: Marketing and Managing Today's Professional Services Firm; Compensation as a Strategic Asset; Leadership at Its Strongest: What Successful Managing Partners Do; How to Engage Partners in the Firm's Future* ... Associate member, AICPA.

Education: Indiana University, Ph.D ... DePaul University, Chicago, MBA, BA.

Personal: Born 1946, Chicago ... Married to Emily Haliziw ... One daughter.

Twitter: @aquilaadvisors



Erik Asgeirsson CEO, CPA.com

With new products, a growing slate of events and an emphasis on thought leadership, Asgeirsson and CPA.com are making the case for a forward-thinking, tech-savvy profession — and they're providing the tools and education accountants need to make the move.

Career Highlights: CEO, CPA.com, 2002-present; vice president of professional services, 2000-2002 ... To sales director, Business Services Division, AT&T, 1990-2000.

Other Affiliations: Board member, CPA.com ... DigitalNow Advisory Group ... Former Peace Corps volunteer in Tanzania.

Education: Stern School of Business, New York University, MBA ... George Washington University, BS Electrical Engineering.

Personal: Born 1968, Falmouth, Mass. ... Married to Claudia ... Four daughters.

Twitter: @erikasgeirsson



Ron Baker Founder, VeraSage Institute

When it comes to his long-time crusade against the billable hour, Baker is finally a prophet with honor in his own land, as more and more firms explore value pricing. So he's added another, broader challenge: convincing the profession to focus on the threats to its relevance.

Career Highlights: Founder, VeraSage Institute, 1998-present ... Instructor, California CPA Education Foundation, 1995-present ... Partner, Baker & Barnett CPAs, 1987-2003 ... Senior accountant, KPMG, 1984-1987.

Other Affiliations: Radio host, "The Soul of Enterprise: Business in the Knowledge Economy," VoiceAmerica.com ... California Society of CPAs ... American Institute of CPAs' Group of 100 ... Author, *The Soul of Enterprise: Dialogues on Business in the Knowledge Economy; Implementing Value Pricing; Mind Over Matter; Pricing on Purpose; Measure What Matters to Customers; Professional's Guide to Value Pricing; The Firm of the Future; Burying the Billable Hour; Trashing the Timesheet; You Are Your Customer List* ... Faculty member, Professional Pricing Society ... Cato Institute ... Heritage Foundation ... American Enterprise Institute ... Foundation for Economic Education ... Competitive Enterprise Institute.

Education: Professional Pricing Society, 2002, postgraduate ... University of Chicago GSB, 2001, post-

graduate ... Cato University, 2000, postgraduate ... Disney University, 1997, postgraduate ... San Francisco State University, 1984, BS Acctg. ... Santa Rosa Junior College, 1982, AA.

Personal: Born 1962, Santa Rosa, Calif. ... Single.

Blogs/Twitter: www.verasage.com, www.thesoul-fenterprise.com/@ronaldbaker



Jon Baron Managing director, Professional Segment, Thomson Reuters

Tax & Accounting

Baron doesn't just build new and valuable tools for accountants — he's also thinking deeply about the role technology plays in your practice, your relationship with your clients, and in society as a whole, and sharing his insights and conclusions with his users and the profession at large.

Career Highlights: Managing director, Professional Segment, Thomson Reuters Tax & Accounting, 2011-present; president-Americas, Workflow & Service Solutions, 2010-2011; president, Thomson Reuters Tax & Accounting, Professional Software & Services, 2005-2009; executive VP, accounting market, and president and CEO, Creative Solutions, 2004-2005; president and CEO, Thomson Reuters/Creative Solutions, 1998-2004; VP of product development, 1992-1998 ... VP of product development, national customer training and Western regional support, CCH, 1980-1992.

Education: Boston University, 1982, MBA ... Siena College, 1974, BBA Acctg.

Personal: Born 1952, Colchester, Vt. ... Married to Betsy ... Four children.



Joanne Barry Executive director and CEO, NYSSCPA

Having Dionne Warwick at your annual dinner isn't necessarily a sign of in-

fluence — but it doesn't hurt either, and the fundraising opportunity it created is just one very conspicuous example of the ways Barry is rethinking things at the New York society. Others include a major new conference on sustainability accounting, a proposal to open membership to non-CPA professionals, and using IT and big data solutions to target prospective members.

Career Highlights: Executive director and CEO, New York State Society of CPAs, 2010-present; executive director, Foundation for Accounting Education, 2010-present; publisher, *The CPA Journal*; deputy executive director, 2008-2009; managing director of communications, 2006-2008; director, Communications Division, 1986-1989; assistant director of public relations, 1981-1986 ... Assistant director of public information and publications editor, Hackensack Medical Center, 1980-1981 ... Public relations assistant, public relations coordinator, New York City School Volunteer Program, 1977-1981.

Other Affiliations: American Society of Association Executives ... President-elect, CPA Society Executives Association ... Montclair State University Accounting, Law and Taxation Advisory Board ... St. John University Department of Accounting and Taxation Executive Advisory Board ... Board, New York Society of Association Executives ... Board, New York Chapter, International Association of Business Communicators ... Past national chair, AICPA Public Relations Conference ... Public Relations Society of America ... National Press Club.

Education: New School for Social Research, MS ... Montclair State University, BA.

Personal: Born in Jersey City, N.J. ... Married to Edward ... Three sons.



Wayne Berson
CEO, BDO USA

In just four years, Berson has used both strong organic growth and a string of high-profile mergers to double his firm's revenue — and make it the first new billion-dollar firm in almost a decade.

Career Highlights: CEO, BDO USA LLP, 2012-present; chairman, Global Board of BDO International, 2014-present; member, Global Board, 2012-present; U.S. board chairman; regional managing partner for assurance; office managing partner, assurance; joined, 2001 ... Managing partner, Lang Group; partner; audit manager; joined, 1991 ... Audit senior to supervisor, Grant Thornton, 1987-1991 ... Audit staff to supervisor, Mazars, 1983-1987.

Other Affiliations: Co-founder, BDO Institute for Nonprofit Excellence ... Past member, PCPS Executive Committee, AICPA ... Past president, Greater Washington Society of CPAs ... Board member and Audit Committee chair, Global Alliance for Vaccinations and Immunizations.

Education: University of South Africa, 1986, Accounting Science ... University of Cape Town, 1983.

Personal: Born 1961, Cape Town, South Africa ... Married to Sandra-Lynn ... Three children.



Chandra Bhansali
CEO, AccountantsWorld

Few people have been in the cloud as long as Dr. Bhansali,

and even fewer have his passion for trying to convince the profession of its benefits.

Career Highlights: CEO and co-founder, AccountantsWorld, 1999-present ... President and co-founder, Micro Vision Software Inc., 1986-2002 ... Manager, Perkin Elmer, 1980-1985.

Other Affiliations: CEO Club ... Will & Vision Foundation, IEEE ... ACM ... World Spiritual Awareness Forum.

Education: State University of New York, 1979, Ph.D. ... Indian Institute of Science, 1970, MS ... MBM Engineering College, 1968, BE.

Personal: Born 1947, Jodhpur, India ... Married to Sharada (co-founder of AccountantsWorld) ... Two children.

Blog/Twitter: <http://community.accountantsworld.com/> / @cbhansali



Sharada Bhansali
Executive vice president and co-founder, AccountantsWorld

When we said that few people have been in the cloud as long as Chandra Bhansali, we were naturally exempting his wife, Sharada, who has been the behind-the-scenes force at the couple's tech company since before things even began clouding up.

Career Highlights: Executive vice president and co-founder, AccountantsWorld, 1984-present.

Other Affiliations: Director, Will & Vision Foundation.

Education: University of Buffalo, 1978, MS Eng.; 1977, MS Math ... Fergusson College, 1970, BSc.

Personal: Born 1951, Jodhpur, India ... Married to Chandra ... Two children.



Ken Bishop
President and CEO, NASBA

Bishop has put a focus on serving all of NASBA's many constituents, including the launch this year of a new experience verification service that should make it easier for newcomers to accounting to become CPAs — which is in the interest of everyone in the profession.

Career Highlights: President and CEO, National Association of State Boards of Accountancy, 2012-present; executive vice president, chief operating officer, 2010-2011; senior vice president and director, 2007-2010 ... President and CEO, Professional Credential Services, 2007-2010 (former subsidiary of NASBA) ... Executive director, Missouri State Board of Accountancy, 1998-2006 ... Law enforcement career — commander, chief of police, under-sheriff.

Other Affiliations: CEO, NASBA Center for the Public Trust ... Past member, Board of Examiners, American Institute of CPAs.

Education: Kennedy School of Government, Harvard University, Executive Program ... University of Missouri, Master's in Criminal Justice; Bachelor's in Education ... Federal Criminal Justice Academy ... Missouri State Highway Patrol Academy.

Blog: Monthly "President's Memo" in State Board Report.



Jason Blumer
Founder and CEO, Thriveal Network

Blumer's virtual firm and his network of similarly minded progressive accountants are real-life incubators for new ideas, new approaches and new visions of what it means to be a practicing accountant.

Career Highlights: Chief innovation officer, Blumer & Associates CPAs PC ... Audit manager, Burkett, Burkett & Burkett CPAs, 1998-2003 ... Controller, Abbott Enterprises Inc., 1996-1998 ... Market financial manager, BrightStar Studios, 1993-1996.

Other Affiliations: Founder and CEO, Thriveal CPA Network ... Host, "The Businessology Show" ... AICPA ... South Carolina Association of CPAs.

Education: Wofford College, 1993, Bachelor's Acctg.

Personal: Born 1971, Greenville, S.C. ... Married to Jennifer ... Three daughters.

Blog/Twitter: www.blumercpas.com/blog/ / www.thriveal.com/blog/ / @jasonmblumer



Gary Bolinger
President and CEO, Indiana CPA Society

A former high school band director, Bolinger has truly orchestrated some far-reaching changes, pushing the profession and state legislators to embrace more innovative ways of educating CPAs, from competency-based education to nano-learning.

Career Highlights: President and CEO, Indiana CPA Society, 1999-present; executive director, 1990-1999; field activities director, 1984-1989 ... Band director, Terre Haute North High School, 1979-1984 ... Coordinator, Selmer, 1978-1979 ... Band director, Western Boone High School, 1976-1978.

Other Affiliations: American Society of Association Executives ... Past president, Indiana Society of Association Executives ... Advisory Council, Indiana State University Accounting Department ... Past member, Strategic Planning Committee, AICPA; past member, Peer Review Board, State Legislative Committee ... Institute for Organization Management.

Education: Indiana State University, 1981, MA; 1975, BS.

Personal: Born 1952, South Bend, Ind. ... Married to Martha ... One daughter.

Blog: "I was just thinkin' ..." <http://blogs.incpas.org>



Gary Boomer
Founder, visionary and strategist, Boomer Consulting Inc.

Boomer was formally named the "visionary" at his eponymous technology consulting group this year, but in reality he has been a visionary for many years, demonstrating the value of future technologies to the profession for decades.

Career Highlights: Visionary and strategist, Boomer Consulting Inc., April 2016-present; CEO, 1996-2016 ... To 1996, partner, Varney & Associates.

Other Affiliations: AICPA Council; chair, Life Insurance/Disability Plans Committee; past member/chair, IT Executive Committee, CPA Horizons 2025 ... Accounting Advisory Board, Kansas State Univer-

sity ... The Advisory Board ... Co-founder, Winning Is Everything Conference ... Past president, Kansas Society of CPAs ... Past chair, Manhattan Chamber of Commerce ... Sulgrave Regency Board.

Education: Kansas State University, BS and MS in Acctg.

Personal: Married to Mary ... Three children.

Blog/Twitter: www.thinkplangrow.net/ / @lgboomer



Jim Boomer
CEO and shareholder, Boomer Consulting Inc.

Now CEO of one of the foremost

consultancies to the profession in the country, Boomer has been building a reputation as a thought leader who can help accountants create next-generation firms.

Career Highlights: CEO and shareholder, Boomer Consulting, 2006-present ... Consultant, BearingPoint, 2002-2004 ... To senior consultant, Arthur Andersen Business Consulting, 1999-2002.

Other Affiliations: AICPA; Chair, Conference Steering Committee, AICPA Tech+ ... Executive Committee, Board of Directors, Kansas Society of CPAs.

Education: University of Texas at Austin, 2006, MBA Marketing/Entrepreneurship ... Kansas State University, 1999, BS Acctg./MIS.

Personal: Born 1976, Manhattan, Kan. ... Married to Mary ... One son and one daughter.

Blog/Twitter: www.thinkplangrow.net/ / @jimboomer



Jim Bourke
Partner, WithumSmith+Brown

While Bourke's role leading technology efforts at a top accounting firm is thankfully becoming more common in the profession, his rare ability to guide others in building future-ready practices has only risen in demand — keeping him busy spreading the gospel of good tech.

Career Highlights: Partner, Firm Management Committee, partner-in-charge of firm technology, and technology niche practice leader, WithumSmith+Brown; joined, 1987.

Other Affiliations: Past president, New Jersey Society of CPAs ... Past member, Board of Directors, Council, AICPA; past chair, CITP Credential Committee; past chair, AICPA Tech+ Conference ... Board member, N.J. Technology Council.

Education: Kean University, 1987, BS Acctg.

Personal: Born 1964, Jersey City, N.J. ... Married to Jody ... Three children.

Twitter: @jimbourke



Paul Caron
Publisher and editor-in-chief, TaxProf Blog

A prolific blogger, Caron's widely read site thoroughly covers the latest developments in the field of tax, particularly with his ongoing coverage of the scandal involving IRS employees' extra scrutiny of tax-exempt applications from conservative groups. Caron also blogs extensively about issues related to academia.

Career Highlights: Associate dean for research and professor of law, Pepperdine University School of Law, 2013-present ... Summer visiting professor, University of San Diego School of Law, 2001-2014; ... Professor, University of Cincinnati College of Law, 1990-2013 ... Associate, Tax Department, Sullivan & Worcester, 1985-1990 ... Law clerk, Chief Judge William Holloway, U.S. Court of Appeals for the Tenth Circuit, 1983-1985.

Other Affiliations: Owner and publisher, Law Professor Blogs Network ... Series editor, *Graduate Tax Series*; *Law Stories* ... Author, *Tax Stories*; *Federal Wealth Transfer Taxation*; *Federal Income Tax Anthology*.

Education: Boston University, 1988, LLM (Tax)... Cornell Law School, 1983, JD ... Georgetown University, 1979, AB.

Blog/Twitter: <http://taxprof.typepad.com/> / @socialtaxprof



Jack Ciesielski Publisher, The Analyst's Accounting Observer

Ciesielski has kept a close watch on corporate accounting with his publication for nearly a quarter of a century and he is frequently quoted in the mainstream press. His opinions on the misuse of non-GAAP financial measures helped drive a debate this past year that has drawn increasing scrutiny from the SEC.

Career Highlights: President, R.G. Associates Inc. (publisher of *The Analyst's Accounting Observer*), 1992-present ... Security analyst, Legg Mason Value Trust, 1985-1992 ... Internal auditor, Black & Decker, 1981-1983 ... Senior auditor, Coopers & Lybrand, 1979-1981 ... Financial administrator, Westinghouse Electric, 1976-1977.

Other Affiliations: Past member, Accounting Standards Executive Committee, AICPA ... Past member, Emerging Issues Task Force, FASB ... MACPA ... CFA Institute.

Education: Loyola University, 1984, BA; 1976, BA.

Personal: Born 1954, Baltimore ... Married to Maureen ... Two sons.

Blog/Twitter: <http://accountingobserver.com/blog/> / @jciesielski



David Cieslak Principal, Arxis Technology

While Cieslak is often invited to events to share his ever-pertinent IT security knowledge, his alter ego, Inspector Gadget, also garners plenty of stage time as CPAs embrace the business case for cool new devices.

Career Highlights: Principal, Arxis Technology, 1994-present ... Partner, Cieslak, Boynton & Speakman CPAs, 1985-1994 ... Financial analyst, Associated Financial Corp., 1984-1985 ... Senior accountant, PwC, 1982-1984.

Other Affiliations: Past chair, Sage Business Partner Advisory Council ... Past chair, AICPA IT Executive Committee ... Past board member, Information Technology Alliance ... Past president, California CPA Education Foundation, 2000-2001 ... Member and past chair, CalCPA State Technology Committee ... Associ-

ate instructor, K2 Enterprises.

Education: University of California, 1982, BA Economics.

Personal: Born 1959, Binghamton, N.Y. ... Married to Michelle ... Two children.

Twitter: @dcieslak



Lauren Clemmer Executive director, AAM

While relatively new to her post, Clemmer brings leadership and focus to AAM's ongoing mission to educate accounting firms about marketing, and to spotlight the best for others to learn from.

Career Highlights: Executive director, Association for Accounting Marketing, 2015-present ... Marketing manager, Ciuni & Panichi Inc., 2007-2015 ... Marketing manager, Magnet, 2003-2005 ... Various sales and marketing roles in various industries.

Other Affiliations: American Society of Association Executives ... Fellowship Committee, Chagrin Falls United Methodist Church ... Women's Board, Boys and Girls Club Cleveland.

Education: Dickinson College, 1978, BA.

Personal: Born 1956, York, Pa. ... Married to Dennis ... Three daughters, two grandsons.

Twitter: @laurenclemmer



Gale Crosley President, Crosley+Co.

No one knows how to grow an accounting firm like Crosley, but while her knowledge of time-tested strategies is second to none, her real secret is an uncanny eye for the emerging opportunity, and her willingness to share it.

Career Highlights: Founder and president, Crosley+Co., 2001-present ... Executive vice president of sales and marketing, AnswerThink Consulting Group, 1998-2000 ... Founder and president, Synchrony Networks, 1995-1998 ... VP of marketing, VoiceCom Systems, 1994-1995 ... Director of marketing and senior director of sales, MCI, 1989-1994 ... Independent consultant, 1987-1989 ... Sales rep, product manager, sales manager, marketing manager, IBM, 1975-1987 ... Staff auditor, Price Waterhouse, 1973-1975 ... Staff auditor, Arthur Andersen, 1972-1973.

Other Affiliations: Advisory Board, *Journal of Accountancy* ... AICPA ... Georgia Society of CPAs ... Ohio Society of CPAs ... Author, *At the Crossroads*.

Education: University of Akron, 1972, BS Acctg.

Personal: Born 1951, Cleveland ... Married to Steven ... Four children.

Twitter: @gcrosley



Loretta Doon CEO, CalCPA

CalCPA continues to hit membership records, but Doon isn't letting up on her outreach to students, young professionals, women and minority groups to encourage both growth and diversity in accounting.

Career Highlights: CEO, California Society of CPAs, CalCPA Education Foundation and CalCPA Institute, 2006-present; chief operating officer,

2005-2006 ... Associate executive director, California Teachers Association, 1979-2005 ... Auditor, Ernst & Young, 1976-1979 ... Controller, North American Reassurance Life Service Co., 1974-1976.

Other Affiliations: Past president, CPA-SEA ... Past member, Executive Committee, PCPS, AICPA; past member, Council ... American Woman's Society of CPAs ... Financial Women of San Francisco ... Professional Business Women of California ... National Association of Corporate Directors...Member and mentor, Ascend ... Board, ACAP Northern California ... International Women's Forum ... Center for Financial Reporting and Management Advisory Board, Haas School of Business, UC Berkeley ... Advisory Board, Charles W. Lamden School of Accountancy at San Diego State University ... Menlo College Advisory Board ... Past president, California CPA Education Foundation ... Former commissioner, California State Lottery.

Education: San Francisco State University, MA Education ... University of Hawaii, BA.



James Doty Chairman, PCAOB

While he's been known to wear cowboy boots to the office, Doty is no cowboy — he's more of a questing knight, protecting the integrity of the public markets even as he pursues the Holy Grail of high-quality audits and auditors.

Career Highlights: Chairman, Public Company Accounting Oversight Board, 2011-present ... Partner, Baker Botts LLP, 1992-2011; joined, 1969 ... General counsel, SEC, 1990-1992.

Other Affiliations: American Law Institute ... American Bar Association ... State Bar of Texas ... Houston Bar Association.

Education: Yale Law School, 1969, LLB ... Harvard University, MA in History ... Oxford University, 1964, AB ... Rice University, 1962, BA in History.

Personal: Born in Houston ... Three grandchildren.



Lynne Doughtie Chairman and CEO, KPMG

While Doughtie will go down in history as one of the first women to head a Big Four firm (see *Cathy Engelbert, below, for the other*), she's more interested in the future, as in KPMG's innovative partnership with IBM's Watson to apply "cognitive computing" to its work.

Career Highlights: Chairman and CEO, KPMG, 2015-present; vice chair - Advisory, 2011-2015; national managing partner, Advisory, 2005-2011; professional practice partner, Mid-Atlantic, 2003-2005; information risk management partner-in-charge, Mid-Atlantic, 2002-2005; partner, 1998; assistant accountant, 1985.

Other Affiliations: Governing Board, Center for Audit Quality ... Board Member, NAF ... Board Member, Partnership for New York City ... Advisory Board, Pamplin College of Business, Virginia Tech ... AICPA ... Committee of 200.

Education: Virginia Tech, 1985, BS Acctg.

Personal: Born 1962, Richmond, Va. ... Married to Ben ... Two children.



Phil Drake Founder and CEO, Drake Software

This early e-file visionary and software veteran has built his company from the ground up to become the largest independent company in the tax preparation software industry.

Career Highlights: CEO, Drake Software, 1976-present ... CEO, Drake Enterprises Ltd., 1976-present ... Teacher, Greenville County Schools, 1973-1976 ... Music and youth director, Rocky Creek Baptist Church, 1975-1976.

Other Affiliations: Board of Trustees, Western Carolina University ... Board of Directors, National Christian Foundation.

Education: Davidson College, 1973, BS Math.

Personal: Married to Sharon ... Three children, six grandchildren.



Kimberly Ellison-Taylor Incoming chair, AICPA

Among the many perspectives this Oracle exec represents, that of the CPAs in industry might be the most important, as the institute reaches out to them with offerings like the CGMA credential.

Career Highlights: Global accounting strategy director for the financial and professional services industries, Oracle America; 2015-present; health and human services executive director, public sector industry solutions, 2004-2015 ... Chief information technology officer, public sector, Prince George's County, Maryland ... Information risk manager, KPMG, 1999-2001.

Other Affiliations: Incoming chair, AICPA ... Past chair, MACPA ... Alumni Board of Directors, University of Maryland Baltimore County ... Community service president, Sigma Gamma Rho Sorority Inc.

Education: Carnegie Mellon University, 2006, MSIT IT Management; 2003, CIO Certificate ... Loyola University Maryland, 1996, MBA Business Administration ... University of Maryland, Baltimore County, 1993, BA Information Systems Management.

Personal: Born 1970, Baltimore ... Married ... Two sons.

Twitter: @kellisontaylor



Cathy Engelbert CEO, Deloitte

As the first woman to lead a Big Four firm, Engelbert isn't just an inspiration for women (and men, too!) — she's actively encouraging the next generations to join and stay with the profession, even as she leads her firm to new heights.

Career Highlights: CEO, Deloitte, 2015-present; CEO, Deloitte & Touche LLP, 2014-2015; national MP - regions, 2012-2014; Deloitte LLP board of directors, 2011-2014; quality risk manager for financial accounting and valuation securitization, Deloitte & Touche, 2009-2010; deputy national professional practice director, East Region, 2007-2014; Deloitte LLP Board Council, 2005-2006; SME on financial instruments, credit, fair value and hedging strategies, 1998-2002; partner, 1998; staff auditor, 1986.



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Other Affiliations: Chair, Governing Board, Center for Audit Quality ... Catalyst ... American Heart Association ... CEO Roundtable ... Kennedy Center Corporate Fund Board ... Business Roundtable ... Accounting Advisory Board, Lehigh University ... AICPA ... New Jersey Society of CPAs ... Past member, FASAC.
Education: Lehigh University, 1986, BS Acctg.
Personal: Born 1964, Collingswood, N.J. ... Married ... Two children.
Twitter: @cathyengelbert



Jina Etienne President and CEO, NABA

Etienne brings personal experience from almost every corner of the profession — at firms small and large (including her own), in volunteer roles at business and civic organizations, and in a leadership role at the AICPA — which will stand her in good stead as she pursues NABA's mission of boosting opportunities for people of color in accounting and finance.

Career Highlights: President and CEO, National Association of Black Accountants ... Director of taxation, AICPA, 2011-2015 ... Managing member, Etienne & Associates LLP, 1993-2011 ... Senior tax manager, Touche Ross, 1988-1993.

Other Affiliations: Past member, PCPS Executive Committee, AICPA ... MACPA ... Past president, Women Business Owners of Montgomery County ... Past member, Membership Committee, Greater Silver Spring Chamber of Commerce ... Past treasurer, Tahirih Justice Center.

Education: American University, MS Tax; 1989, BS BA Acctg.

Personal: Born 1967, Baltimore ... Married to Gerard ... Two sons.

Twitter: @naba_ceo; @misstaxcat



Kim Fantaci President, CPAFMA

In her more than two decades of working on behalf of firm administrators, Fantaci has helped raise their profile and their skill set enormously — and just last year she raised her organization's profile with a timely rebranding.

Career Highlights: President/executive director, CPA Firm Management Association, 1993-present ... President and CEO, Advanced Management Concepts, 1998-present; association executive, 1990-1998.

Other Affiliations: American Society of Association Executives ... AMC Institute ... AICPA PCPS ... Officer, Kettering Fairmont Athletic Boosters.

Education: University of Dayton, 1990, BS.

Personal: Born 1967, Dayton, Ohio ... Married to Todd ... Three sons.

Twitter: @kimfantaci



George Farrah Editorial director, Tax and Accounting Bloomberg BNA

Farrah oversees the acquisition, organization, analysis and dissemination of tax in-

formation to tens of thousands of tax professionals, and his insights and efforts keep Bloomberg BNA at the forefront of the tax information business.

Career Highlights: Editorial director, Tax and Accounting, Bloomberg BNA, 1988-present ... Tax accountant, Primark Corp., 1986-1988 ... Tax manager, Banner Life Insurance, 1985-1986 ... Tax accountant, Aetna Life & Casualty, 1981-1985 ... Staff accountant, Cohen Rosenfeld & Lieberman, 1979-1981.

Other Affiliations: AICPA.

Education: Georgetown University, 1989, MST ... University of Connecticut, 1979, BS Acctg.

Personal: Born in Norwich, Conn.

Blog: <http://www.bna.com/news>



Lewis Ferguson Board member, PCAOB

Ferguson has helped the PCAOB stay in contact with its counterparts abroad through his involvement with the IFIAR, whose members have been able to share information about the problems they are seeing around the world. His reappointment at the PCAOB last year means he will stay involved in overseeing important new standards.

Career Highlights: Member, Public Company Accounting Oversight Board, 2011-present; general counsel, 2004-2007 ... Partner, Gibson Dunn & Crutcher, 2007-2011 ... Partner, Williams & Connolly, 1998-2004, 1979-1994 ... Senior vice president, general counsel and director, Wright Medical Technology, 1994-1998.

Other Affiliations: Chair, Global Public Policy Committee Working Group, International Forum of Independent Audit Regulators, 2013-present; past chair ... Past adjunct professor of law, Georgetown University Law School.

Education: Harvard Law School, JD ... Cambridge University, MA ... Yale College, BA.

Personal: One child.



Cindy Fornelli Executive director, Center for Audit Quality

Fornelli has good reason to celebrate as the CAQ gets set to mark its 10th anniversary: She has led it to become an indispensable source of information on the world of auditing, and of guidance and advice on how to make that world a better place.

Career Highlights: Executive director, Center for Audit Quality, 2006-present ... Regulatory and conflicts management executive, Bank of America, 2004-2006 ... Deputy director, Division of Investment Management, Securities and Exchange Commission, 1999-2004 ... Senior associate, Dechert, 1996-1999 ... Fried, Frank, Harris, Shriver & Jacobson, 1991-1996.

Other Affiliations: Washington, D.C., Bar ... American Bar Association ... Accounting and Auditing Committee, International Corporate Governance Network ... Advisory Board, Ira M. Millstein Center for Global Markets and Corporate Ownership ... Council of Institutional Investors Markets Advisory Council ... 2016 NACD Directorship 100... National Association of Corporate Directors' 2010 Blue Rib-

bon Commission on the Audit Committee ... Board of Trustees, SEC Historical Society.

Education: National Law Center, George Washington University, JD, 1991 ... Purdue University, 1985, BA.

Personal: Born 1960, Los Angeles.

Twitter: @cfornelli



Brian Fox Founder and president, Confirmation.com

Fox and his automated confirmation service are at the forefront of the coming wave of change in auditing, as technology radically reshapes work practices and attitudes that are decades old.

Career Highlights: Founder and president, Confirmation.com, 2000-present ... Co-founder and Board member, Rivio.com, 2014-present ... Senior, Transaction Services Group, PricewaterhouseCoopers, 1998-1999 ... To senior, Audit Group, Ernst & Young, 1996-1998.

Other Affiliations: Adjunct professor, Vanderbilt University, 2012-2014; Alumni Council ... Task Force for the Future, AICPA ... SMU Masters of Accountancy Advisory Board ... Tennessee Society of CPAs ... Mentor, Nashville Entrepreneurship Center ... Mentor, JumpStart Foundry ... Nashville Capital Network Advisory Board.

Education: Vanderbilt University Business School, 2001, MBA Finance ... Southern Methodist University, 1996, BBA Acctg.

Personal: Born 1973, Nashville, Tenn. ... Married to Megan ... Five children.

Twitter: @brianfoxcpa



Jeanette Franzel Board member, PCAOB

Franzel has been an outspoken voice calling on auditing firms to improve the quality of their work, and urging firms to diversify their workforce, improve audit reports, toughen their audits of internal controls over financial reporting, and better serve the investing public.

Career Highlights: Member, Public Company Accounting Oversight Board, 2012-present ... To managing director, Government Accountability Office, 2009-2012; rejoined, 1991; joined, 1986 ... Public accounting practice, 1988-1991 ... Elementary and high school teacher, South America.

Other Affiliations: Past chair, Government Performance and Accountability Committee, AICPA ... Institute of Internal Auditors ... Association of Government Accountants ... Institute of Management Accountants.

Education: Senior Executive Fellows program, Harvard University ... George Mason University, MBA ... College of St. Teresa, BA Acctg. and Spanish.

Personal: Two daughters, recently launched.



Russell Fujioka President, Xero US

Brought onboard to grow Xero's North American market share, Fujioka has done just that, parlaying his deep industry knowledge and marketing smarts

Q&A

Accounting's biggest issues

As always, we asked the Top 100 what they thought were the most important issues facing the profession. Highlights of their answers — thought-provoking, insightful, sometimes controversial — appear below.

It continues to be relevancy. Unless our profession continuously innovates and adds value, we deserve irrelevancy. What was the last innovation from the profession? We continue to avoid the tough issues, such as auditor independence. ... CPAs need to help their customers make history, not just report on it. — Ron Baker

The ever-changing geopolitical landscape continues to give rise to a proliferation of new regulations and accounting standards worldwide. — Lynne Doughtie

The most important issue facing the accounting profession today is the talent void we face in the next five to 10 years. ... We have done a poor job changing with the times. The image of the CPA is stale and outdated. Millennials clearly do not want the life of the public accountant and who can blame them? — Sandy Johnson

The CPA profession is doing well in all areas. But to me, the most pressing issue is to stay focused on the future: What are we doing now to make sure that five, 10 and 20 years down the line, we can still say we're doing well? — Barry Melancon

There are many important issues: succession, staffing, rapid pace of change, technology, etc. The "rapid pace of change" occurring in the accounting profession is the issue that I would put at the top of the list. — Candace Wright

The ability to change quickly. It seems the profession knows it has to change now, but is stuck in the "how." — Jody Padar

The profession is facing an encroachment on its markets by non-CPAs performing services that CPAs could perform. — Gale Crosley

Technology disruption that is displacing much of the traditional work performed by accounting professionals is the most important issue. — Joe Woodard

The most important issue facing the accounting profession involves its ability to maintain trust and confidence and follow fundamental core principles in light of a quickly changing environment of complex risks.

— *Jeanette Franzel*

The inability of many current leaders to recognize and confront complacency and false urgency.

— *Sandra Wiley*

For CPA firms, I think the most important issues are adapting to change and increasing the relevancy of services they provide to clients. Advisory services are becoming much more important as we move forward, and CPAs need to have strategic plans in place to make that transition.

— *Erik Asgeirsson*

The proliferation of technology— and how investors use technology to consume financial information.

— *Russell Golden*

The long-term globalization of accounting practices. Just as globalization has moved manufacturing jobs abroad, accountants face the risk of a shrinking pie for their core services.

— *Sharada Bhansali*

For smaller firms in particular, the growing competition performing tax preparation, accounting services and consulting by non-CPA firms.

— *Carl Peterson*

We have always reported on the past, last month, last quarter, or last year. However, in today's world of instant information, we must adjust.

— *Roger Harris*

The most important issue facing the accounting profession is overregulation. It gives little wiggle room for firms to manage changing demographics in the accounting profession.

— *Ralph Thomas*

Staffing and succession, which are very much related to each other, since if we had a plethora of young talent we would have less of a succession issue.

— *Joel Sinkin*

How the profession embraces leadership and diversity is critical to its future success.

— *Olivia Kirtley*

Clients are requesting new services that CPAs are not trained to fulfill.

— *Randy Johnston*

I think the issue continues to be losing some of our best talent to corporate jobs.

— *Jeff Phillips*

I believe change management is the most important issue facing accounting firms today. ... The speed at which changes are occurring is nothing short of breathtaking.

— *Jon Baron*

Making earnings presentations relevant again.

— *Jack Ciesielski*

The profession is faced with the need to transform. Change is not enough. Mindsets, skillsets and toolsets must all change to meet the client's wants and needs.

— *Gary Boomer*

I believe the biggest issue is that, more and more, non-licensed and non-degreed businesses are being loosely tied to the profession. It's time for the "the profession" to clearly articulate our value and draw a clear distinction. If we lose this distinction, we run the risk of further commoditization.

— *Darren Root*

How we will effectively transition firms from the current Baby Boomer owners to the next generation of owners.

— *Jason Blumer*

Balancing the needs of clients with the needs of the staff that serves these clients.

— *Art Kuesel*

The proliferation of fraud and cyberattacks, ... especially in the area of tax administration.

— *J. Russell George*

The need for firms to offer more advisory services is growing, and clients are expecting more support from their accountants.

— *Angie Grissom*

The issue of attracting and retaining women has become even a greater concern.

— *Rita Keller*

The transition from current firm leadership to the next generation — the largest change-over in the profession's history.

— *Taylor Macdonald*

Maintaining an extensive understanding of the ever-changing and increasingly complex tax laws and compliance requirements has placed an incredible burden on accounting professionals.

— *Jason Marx*

I see technological disruption as the most important issue.

— *Brian Peccarelli*

To read the full responses of all the T100 candidates, visit AccountingToday.com.

into a visible role championing the online accounting software's value for the small business and entrepreneurial customer.

Career Highlights: President, Xero Americas, 2015-present ... Executive in residence, Bessemer Venture Partners, 2014-2015 ... Global vice president of marketing, Dell Inc., 2010-2014 ... Founder, F4 Venture Group, 2002-2010 ... President and CEO, J. Walter Thompson Diversified Agency Services ... Director of marketing, Adobe Systems.

Other Affiliations: Executive advisor, Pertino Inc.

Education: Golden Gate University, 1986, MBA ... San Jose State University, 1983, BSBA.

Personal: Born 1961, Palo Alto, Calif. ... Married to Victoria ... Two children.



J. Russell George

Treasury Inspector General for Tax Administration

Quite possibly the hardest working man in the government, George oversees investigations into the performance of the IRS, and his reports documenting the failures and successes of the service are sought after by congressional members for direction in formulating policy.

Career Highlights: Treasury Inspector General for Tax Administration, 2004-present ... Inspector general, Corporation for National and Community Service, 2002-2004 ... Staff director and chief counsel, House Government Management, Information and Technology Subcommittee, 1995-2002 ... Law practice, Kramer, Levin, Naftalis, Nessen, Kamin & Frankel ... Associate director for policy, Office of National Service, White House ... Assistant general counsel, Office of Management and Budget ... Assistant district attorney, Queens County District Attorney's Office.

Education: Harvard University Law School, JD ... Howard University, BA.

Personal: Born in New York City.



Russell Golden

Chairman, FASB

The position itself — head of the most important standard-setter in the country, if not the world — brings a certain amount of automatic influence, but Golden earns his own influence on top of that as he charts a steady course for U.S. GAAP in the post-convergence era.

Career Highlights: Chairman, FASB, 2013-present; board member, 2010-2013; staff member, 2004-2013 ... Partner, Deloitte & Touche.

Education: Washington State University, 1992, BA Business & Acctg.

Personal: Born 1970, Alabama ... Married to Tracey ... One son.



Angie Grissom

President, The Rainmaker Companies

Grissom and her group continue to find ways to bring fresh ideas to accounting firms, with a new Innovation Center, a

national focus on women's initiatives, a new leadership program and training offerings, and a host of other ways to help firms grow.

Career Highlights: President, The Rainmaker Companies, 2013; executive vice president, chief operating officer and owner, The Rainmaker Consulting Group, 2010-2012; vice president and director of consulting, Rainmaker Consulting, 2004-2010; trainer and facilitator, Rainmaker Academy, 2004-present; senior consultant, Enterprise Network, 2001-2004.

Other Affiliations: New Horizons member ... Board member, CPA Consultants' Alliance ... Past president, AFWA Music City Chapter ... National Speaker's Association ... Association of Accounting Marketing ... Nashville Rotary ... Nashville City Club ... Association for Talent Development

Education: Middle Tennessee State University, MBA studies; 2000, BBA.

Personal: Born 1977, Nashville, Tenn. ... Married to Chad ... Two children.

Blog/Twitter: <http://www.therainmakercompanies.com/blog/@atgrissom>



Jay Hanson

Board member, PCAOB

Hanson is an engaged and influential voice on the board, frequently interacting with accountants and auditors at industry conferences and events. He has been involved with revamping the auditor's reporting model while improving the PCAOB's outreach to audit committee members and developing audit quality indicators, and has helped the board integrate more economic analysis into its standard-setting work.

Career Highlights: Member, Public Company Accounting Oversight Board, 2011-present ... To national director of accounting and leader, Accounting Standards Group, McGladrey & Pullen, 1979-2011.

Other Affiliations: Past member, Emerging Issues Task Force, Financial Accounting Standards Board ... Past chair, Financial Reporting Executive Committee, AICPA ... American Accounting Association.

Education: Concordia College, BA Business Administration, Acctg. and Math.

Personal: Born 1957, St. Paul, Minn. ... Two grandchildren.



Roger Harris

President and COO, Padgett Business Services

A veteran leader and spokesperson for small business, Harris is as familiar with the ways of Washington as he is with the intricacies of a tax return. He regularly appears at the IRS and before Congress to share his practical wisdom on tax policy matters.

Career Highlights: President and chief operating officer, Padgett Business Services, 1992-present; franchise president and chairman, 1982-1992; staff accountant: 1972-1982.

Other Affiliations: National Society of Accountants ... Past chair, Internal Revenue Service Advisory Council ... National Association of Enrolled Agents ... President, Padgett Foundation ... Treasurer, Padgett

Business Services PAC ... Past president, University of Georgia Tip-Off Club.

Education: University of Georgia Terry College of Business, 1973, BBA Acctg.

Personal: Born 1950, Athens, Ga. ... Two children, two grandchildren.



Tom Hood CEO and executive director, MACPA

Hood combines an exceptionally clear vision of the future and a strong passion for the profession with an unparalleled ability to communicate that vision and engender a similar passion in his fellow accountants.

Career Highlights: CEO and executive director, Maryland Association of CPAs, 1997-present; president and CEO, Business Learning Institute ... CFO and principal, Bryn Awel Corp., 1985-1997 ... Accounting systems analyst, RTKL Associates Inc., 1981-1985 ... Staff accountant, Finance Co. of America, 1978-1981.

Other Affiliations: Past president, CPA State Executives Association ... Member, CPA Horizons 2025; former member, Special Committee on Mobility and Special Committee on Enhanced Business Reporting; past chair, CPA Vision Project, AICPA ... American Society of Association Executives ... World Future Society.

Education: Johns Hopkins University, 1994, MS Finance - Real Estate ... University of Baltimore, 1982, Master's equivalent - Information Systems ... Loyola College of Maryland, 1977, BA Acctg.

Personal: Born 1959, Baltimore ... Married to Sharon ... Three boys.

Blog/Twitter: [www.cpasuccess.com / @tomhood](http://www.cpasuccess.com/@tomhood), [macpa, @blionline](http://macpa.atblionline)



Hans Hoogervorst Chairman, IASB

Hoogervorst was appointed to a second term this year, giving him more time to make the case around the world for IFRS, even as the differences between the IASB and FASB standards on leasing make clear that the era of convergence is over.

Career Highlights: Chairman, International Accounting Standards Board, 2011-present ... Chairman, Authority for Financial Markets, The Netherlands, 2007-2011 ... Minister of health, welfare and sport, The Netherlands, 2003-2007; minister of finance, 2002-2003; state secretary of social affairs and employment, 1998-2002 ... Member of Parliament, The Netherlands, 1994-1998 ... Policy assistant on finance, People's Party for Freedom and Democracy, 1988-1994 ... Policy officer for international monetary affairs, Ministry of Finance, The Netherlands ... International banking officer, National Bank of Washington, 1983-1986.

Other Affiliations: Past chair, IOSCO Technical Committee ... Past co-chair, Financial Crisis Advisory Group to the IASB ... Past chair, IFRS Foundation Monitoring Board.

Education: Johns Hopkins University, 1983, MA in Advanced International Relations ... University of

Amsterdam, 1981, Master's in Modern History.

Personal: Born 1956, Haarlem, The Netherlands.



Stephen Howe Managing partner, EY

Double-digit growth isn't the only way Howe makes his Big Four firm stand out: 21st century benefits and programs like corporate social responsibility sabbaticals and increased amounts of parental leave help, too.

Career Highlights: Managing partner, Ernst & Young LLP; MP, EY Americas; chair, EY Americas Executive Board and U.S. Board; member, EY Global Executive Board; MP, Financial Services Office, 2001-2007; audit partner, 1993-2001; joined, 1983.

Other Affiliations: Governing Board, Center for Audit Quality ... Trustee, Financial Accounting Foundation.

Education: New York University Stern School, 1989, MBA Acctg. and Finance ... Colgate University, 1983, BA Mathematical Economics.

Personal: Born 1961, Winthrop, Mass. ... Married to Kate ... Four children.

Twitter: @stevhowee



Charles Hylan Partner, The Growth Partnership

Hylan leads one of the most innovative practice management consultancies to the profession, bringing best practices to hundreds and hundreds of firms — and sharing insights from many more through the Rosenberg Survey, on which his group partners with creator Marc Rosenberg.

Career Highlights: Partner, The Growth Partnership ... Vice president, Waugh & Co., 1999 ... Manager, Arthur Andersen, 1992-1999 ... Intern, Price Waterhouse, 1991-1992.

Other Affiliations: Lead partner, Rosenberg Survey ... AICPA ... MOCPA ... Entrepreneur Organization ... The Horizon Group ... United Hebrew Brotherhood.

Education: University of Houston, 1992, MBA ... University of Texas, Austin, 1990, BA.

Personal: Born 1968, Albuquerque, N.M. ... Married to Kelly ... Two children.

Blog/Twitter: [www.cropsdashboard.com/blog / @charleshylan](http://www.cropsdashboard.com/blog/@charleshylan)



Sandy Johnson President, NCCPAP

In her two years leading her organization, Johnson has worked hard to expand its membership and its geographic reach, all the while proving that few people understand the needs of small firms better than those who work in them.

Career Highlights: Managing partner, Johnson Kass & Greenberg CPAs, 2015-present; president, Sandra G. Johnson CPA PC, 2000-2015 ... Staff accountant, Ambrosio & Bellotti, 1986-2000.

Other Affiliations: President, National Conference of CPA Practitioners ... Adjunct professor, Five Towns College, 2009-2012 ... Adjunct professor, SUNY-Old Westbury, 2008 ... Instructor, Hofstra University,

2000-2008 ... Alumni, Goldman Sachs 10,000 Small Businesses ... Past president, Bellmore Chamber of Commerce ... Long Island Center for Business & Professional Women ... AICPA ... NYSSCPA ... Association of Certified Fraud Examiners.

Education: SUNY Old Westbury, 1987, BS.

Personal: Born 1959, Glen Cove, N.Y. ... Three children, two grandchildren.

Blog/Twitter: [@sgjohnsoncpa](http://sgjcpa.blogspot.com)



Sarah Johnson Dobek

President and founder, Inovautus Consulting

Johnson Dobek attacks the problem of growth from multiple angles, bringing her CPA firm clients valuable strategies on everything from marketing and social media to recruiting and retention — and she recently expanded her reach by taking the helm at firm consortium CPAsNET.

Career Highlights: President and founder, Inovautus Consulting, 2011-present ... President, CPAsNET, 2016-present ... Director of marketing consulting, PDI Global Inc., 2008-2011 ... Marketing and HR director, Chicago accounting firm, 2002-2008.

Other Affiliations: Past Board member, AAM; content strategy chair; past Web site chair; past education chair; past president, AAM Chicago ... President, CPA Consultants' Alliance.

Education: Purdue University, 2003, Business, Marketing and International Business.

Personal: Born 1981, Dallas ... Married to David ... One son, one dog, one cat.

Blog/Twitter: Practical Ideas for Growth [www.inovautus.com/blog / @inovautus](http://www.inovautus.com/blog/@inovautus)



Randy Johnston Executive vice president and partner, K2 Enterprises; CEO, NMGI

Johnston's impact extends well beyond educating countless accountants about the sort of technology tools they should use; he's equally influential in telling software developers what type of tools they should be building for the profession.

Career Highlights: Executive vice president and shareholder, K2 Enterprises, 1990-present ... CEO and co-founder, Network Management Group Inc., 1983-present ... Department chair; professor; adjunct, Hutchinson Community College, 1977-1997 ... Programmer and system designer, Professional Data Services, 1978-1981 ... Programmer and system designer, Farmland Industries, 1977-1978.

Other Affiliations: Past chairman, AICPA Technology Conference ... Author, *Basic Using Micros; Business Computing Systems; Computers: An Introduction; Technology Best Practices; Accounting Software Solutions; Paperless Office, Accounting Firm Operations and Technology Survey* ... Member, Optimist International ... Past member, USD308 School Board.

Education: Western Washington University, postgraduate ... James Madison University, postgraduate ... University of Central Oklahoma, postgraduate ... Wichita State University, 1981, MCS ... Kansas State University, 1977, BS CS Math ... Hutchinson Commu-

OTW

Just a few more ...

We need to find a way to cram more people into the Top 100, because new and interesting people keep rising up to change the profession. Until we can get 150 or so people into a 100-person list, however, we offer our annual list of Ones to Watch — men and women whose influence is waxing, and whom we'll be keeping an eye on.

Top of this year's OTW is, unsurprisingly, whoever will serve as our next president: **Hillary Clinton or Donald Trump**. We won't tell you who to vote for — but we will strongly suggest that you do vote, and think hard and read widely about your choice beforehand.

While we're discussing matters governmental, we might also mention that we'll be paying attention to interim Securities and Exchange Commission chief accountant **Wesley Bricker**, who is filling in for **James Schnurr** while he recovers from a serious bike accident (a recovery we hope will be speedy and complete).

On the regulatory front, it will be interesting to follow **Charles Noski**, the new chairman of the Board of Trustees of the Financial Accounting Foundation. As we note a few times in our main list, the U.S. standard-setters that the FAF supports are at the beginning of a new chapter in their history, so what Noski and his colleagues do will have serious long-term implications.

As is often the case in this space, we'd also like to note a number of advisors and consultants. Accounting is lucky in that it can call on the advice, insights and services of an ever-expanding roster of experts; here are some we're keeping an eye on:

▶ **Andrew Argue**, of **The Argue Co.:** In a stunningly short time, Argue has built up a loyal following among a large number of firms for his advice on growth.

▶ **Martin Bissett**, of the **Upward Spiral Partnership:** His twin focuses on making sales palatable and clearly defining a path to partnership answer two of the profession's biggest issues.

▶ **Carolyn Carlson and Richard Stanger**, of **StangerCarlson:** These two bring a unique approach to M&A, succession and firm management that is rooted in part in their HR expertise.

▶ **Phil Whitman**, of **Whitman Business Advisors:** Whitman has built an experienced team to help him assist

firms — particularly at the larger end of the spectrum — with growth, succession, transition and other issues.

There are also practitioners who share their expertise with the rest of the profession (and the world), often in interesting ways. Among this group we recommend two to your attention this year: Seth David, of Nerd Enterprises, who uses his YouTube channel, online “School of Bookkeeping,” online hangouts, speaking engagements and other outlets to educate, inform and inspire; and Hector Garcia, a Miami-based CPA and QuickBooks expert who also uses YouTube, as well as his blog, webinars and live presentations to help the profession make the most of QB, one of its most common tools.

They aren’t the only ones sharing their expertise. While we’ve long noted the influence of tax blogger Paul Caron, many others are now using the blogosphere to share tax information, analysis, insights and, occasionally, humor. This year we’re going to cite two, both of whom appear on *Forbes.com*: WithumSmith+Brown partner Anthony Nitti (who also writes on taxes for many other outlets, and frequently teaches well-received CPE courses), and Kelly Phillips Erb, a tax lawyer whose “Tax Girl” blog draws lots of eyeballs. And while we’re on the subject of taxes, you might want to keep an eye on Howard Gleckman, a fellow at the Tax Policy Center think tank, whose thoughts on tax policy are often sought after by the mainstream media.

Last but not least (and in no particular order), we want to include a number of people in the tech sphere:

- ▶ Mike Sabbatis, a veteran who recently returned to the field by joining workflow pioneer XCM Solutions.
- ▶ Marc Schiepe, who took the reins at Sage earlier this year.
- ▶ Josh Braunstein, who is in charge of research and learning (including the IntelliConnect platform) at Wolters Kluwer.
- ▶ Steve Mendelsohn, who runs Thomson Reuters’ Checkpoint research platform.
- ▶ Matt Rissell, whose TSheets scheduling and time tracking solution is generating major buzz.
- ▶ Brian Hamilton, whose Sageworks provides the profession with valuable analytical data.

— The Editors

nity College, 1975, AA CS.

Personal: Born 1955, Hutchinson, Kansas ... Married to Pam ... Four children, six grandchildren.

Blog/Twitter: Randy’s Ramblings <http://rpjohnston.wordpress.com/> / @rpjohnston



Ed Karl

Vice president of taxation, AICPA

Karl is the voice of the AICPA at the IRS, the Treasury and Congress, where his tax policy recommendations always gain a hearing.

Career Highlights: Vice president of taxation, American Institute of CPAs, 2010-present; director, AICPA Tax Division, 1989-2010; AICPA technical manager, 1983-1989 ... Accounting positions, various CPA firms, 1975-1983.

Other Affiliations: Greater Washington Society of CPAs ... Maryland Association of CPAs ... Global Accounting Alliance.

Education: University of Maryland, 1975, BS Acctg.

Personal: Born 1954, Washington, D.C. ... Married to Martha ... Three children; six grandchildren.

Blog: <http://blog.aicpa.org/edward-karl-cpa/>



Rita Keller

President, Keller Advisors

Keller has taken to social media with a passion as an extremely active tweeter and blogger, all in the service of improving the management of CPA firms, an area that has too often been neglected.

Career Highlights: President and founder, Keller Advisors, 2008-present ... Shareholder and chief operating officer, Brady Ware CPAs, 1978-2008.

Other Affiliations: Past president, Planning Committee, AICPA Practitioners’ Symposium & Tech+ ... Member Services Council, Ohio CPA Society; Women’s Initiative Committee ... New Horizon Group of CPA Consultants ... Founding member, CPA Consultants’ Alliance ... Past board member and national president, AAM; co-founder, Ohio Chapter; past president, Indiana chapter ... AICPA *Seasonality Success Newsletter* ... Contributor, AICPA PCPS Human Capital Center; contributing author, MAP Handbook.

Education: St. Mary of the Woods College.

Personal: Born in New Paris, Ohio ... Married to Darrell ... One son; two grandchildren.

Blog/Twitter: www.ritakeller.com / @cpamanagement



Roman Kepczyk

Director of consulting, Xcentric LLC

In his articles, public speaking engagements, book and consulting, Kepczyk is a constant voice for the modernization of accounting firm technology.

Career Highlights: Director of consulting, Xcentric LLC, 2011-present ... President, InfoTech Partners North America, 1999-2011 ... Consultant, Varney Mills/Boomer Consulting, 1996-1999 ... Partner and director of administration and external consulting, Henry & Horne CPAs, 1986-1996.

Other Affiliations: Author, *A Quantum of Paperless* ... Advisory Board, CPAFMA, 1994-present ... Past chair,

IT Executive Committee, Top Technologies, AICPA ... Past board member, Arizona Society of CPAs ... Columnist, *CPA Practice Advisor*; *CCH Journal of Practice Management*; *PPC Map Handbook*; *PPC Audit and Accounting Update*.

Education: Arizona State University, 1994, BS Acctg.

Personal: Born 1961, Berlin, Germany ... Married ... Two children.

Blog/Twitter: Xcentric.com/Blog/ / @romancip



Olivia Kirtley

President, IFAC

At a time when international issues and opportunities are assuming an unprecedented importance, Kirtley is perfectly positioned to explain America’s viewpoint to the rest of the world, and vice versa.

Career Highlights: Business consultant, Kirtley & Associates ... CFO, Vermont American Corp., 1991-2000; director of tax/treasurer, 1979-1990 ... Senior manager, Ernst & Ernst/Ernst & Whinney, 1972-1979.

Other Affiliations: Council member, past chair, AICPA; past chair, Board of Examiners ... Member, Integrated Reporting Council ... Non-executive director, US Bancorp; Papa John’s International; ResCare ... Past chair, Community Foundation of Louisville ... Board, National Center for Family Literacy; SOZO International ... Member, Bank Governance Leadership Network.

Education: Georgia State University, 1980, Master’s in Taxation ... Florida Southern College, 1972, BS Acctg.

Personal: Born 1950 ... Married to Dr. Louis Ray Kirtley ... Three sons.



Ed Kless

Senior director, Sage

Kless brings philosophy, theory and practice together in thinking about the profession, its future, and its interactions with, and place in, the broader world of business and the economy.

Career Highlights: Senior director of partner development and strategy, Sage, 2003-present ... Senior fellow, VeraSage Institute, 2007-present ... Consultant, Tipping Point Advisors, 2002-2003 ... Founder and principal, Third Wave Business Systems, 1996-2001.

Other Affiliations: Radio talk show host, “The Soul of Enterprise,” VoiceAmerica Business Channel ... Chair, Collin County Libertarian Party ... Candidate for Texas State Senate, 2010-2012 ... Past president, Allen Toastmasters.

Education: Pace University, 1998, BA Liberal Studies.

Personal: Born 1966, Brooklyn, N.Y. ... Married to Christine ... Two children plus three from a previous marriage.



Allan Koltin

CEO, Koltin Consulting Group

According to one firm MP who would know, it isn’t just the sheer number of accounting firm mergers that Koltin has helped midwife that matters, so much as the quality of the transactions, and the unrivaled knowledge of people and of firm dynamics

that he brings to the table each time.

Career Highlights: CEO, Koltin Consulting Group Inc., 2011-present ... President and CEO, PDI Global, 1986-2011 ... Partner, FERS CPAs, 1986-1998 ... Director, Nankin, Schnoll, 1980-1982.

Other Affiliations: Founding member, The Advisory Board ... Hall of Fame, past board member, Association for Accounting Marketing ... Publisher/author, *Successful Merger & Acquisition Strategies*; *CPAs That Sell*; *How to Market a Consulting Niche* ... Board member, ComplyGlobal ... Past board member, Outsource Partners International; NACVA; H&R Block Business Services Group.

Education: University of Wisconsin, 1980, BS Acctg. and Marketing.

Personal: Born 1957, Milwaukee ... Married to Sharon ... Three children.



John Koskinen

Commissioner, IRS

Koskinen has striven to make the best of things in his tenure at the IRS, desperately searching for funding for the agency, while facing significant congressional scrutiny — and regular calls for his removal.

Career Highlights: Commissioner, Internal Revenue Service, 2013-present ... Interim CEO, principal financial officer, Freddie Mac, 2009; non-executive chair, 2008-2012 ... President, U.S. Soccer Foundation, 2004-2008 ... Deputy mayor, District of Columbia ... Deputy director for management, Office of Management and Budget ... To president, CEO and chairman, The Palmieri Co. ... Administrative assistant, Sen. Abraham Ribicoff, 1969-1973 ... Legislative assistant, New York City Mayor John Lindsay, 1968-1969 ... Lawyer, Gibson, Dunn & Crutcher, 1966-1967 ... Law clerk, U.S. Court of Appeals for the District of Columbia, 1965-1966.

Other Affiliations: Past board member, AES; American Capital.

Education: Yale University School of Law, 1964, JD/LLB ... Duke University, 1961, BA Physics.

Personal: Born 1939, Cleveland ... Married to Patricia ... Two children.



Mark Koziel

Vice president of firm services & global alliances, AICPA

Koziel is welcome everywhere he goes (and that’s pretty much everywhere) because of the wit, intelligence and deep expertise he brings to solving the profession’s problems and helping lay out its roadmap to the future.

Career Highlights: Vice president of firm services & global alliances, AICPA 2011-present; director, specialized communities/firm practice management, 2009-2011; senior technical manager, firm practice management/PCPS, 2006-2009 ... Director of media planning, Joe Slade White & Co., 2003-2006 ... Director, Dopkins & Co., 1994-2003 ... Senior, Lumsden & McCormick, 1991-1994.

Other Affiliations: North Carolina Association of CPAs ... Board, Association for Accounting Marketing, 2016-2017... Past president, Buffalo Chapter, NYSSCPA; founding member, Buffalo Chapter Young CPAs Committee.

Education: Canisius College, 1991, BS Acctg.
Personal: Born 1968, Buffalo, N.Y. ... Married to Maryann ... One son.
Twitter: @markkozziel



Art Kuesel President and owner, Kuesel Consulting

If you've decided to get strategic about growing your firm, Kuesel is on the short list of advisors you'll want to consider for top-flight advice on marketing, sales and practice growth.

Career Highlights: President/owner, Kuesel Consulting, 2013-present ... Director of marketing consulting services, PDI Global/Koltin Consulting Group, 2007-2013 ... Director of marketing and business development, Brown Smith Wallace LLC, 2002-2007 ... Regional/niche marketing coordinator, Wipfli LLP, 1999-2002.

Other Affiliations: Past national secretary and two-term board member, Association for Accounting Marketing; past president, AAM Chicago; past board member, AAM Wisconsin ... Volunteer education, WICPA ... Junior Achievement.

Education: University of Wisconsin, 1997, BBA, Marketing, Business Communication.

Personal: Born 1974, Milwaukee ... Married to Colleen ... One son ... One King Charles Cavalier.

Blog: <http://kueselconsulting.com/blog/>



René Lacerte Founder and CEO, Bill.com

Increasingly, Lacerte is the man everyone wants to know, as his Bill.com secures a central place in the functions of accounting departments and businesses across the country, and more and more software vendors look to integrate with, leverage, and otherwise work with his platform.

Career Highlights: Founder and CEO, Bill.com, 2006-present ... Co-founder, board member and CEO/CFO, PayCycle (acquired by Intuit in 2009), 1999-2009 ... Senior product manager/group product manager, Intuit, 1994-1999 ... Vice president of operations and development, CertiData, 1992-1993 ... Senior consultant, Price Waterhouse, 1989-1992.

Other Affiliations: Board member, Kent School ... Columnist, Inc.com.

Education: Stanford University, 1989, MS Industrial Engineering; 1989, BA Economics and Quantitative Economics.

Personal: Born 1967, Virginia ... Married to Joyce ... Two children.

Blog/Twitter: blog.bill.com / @rlacerte



Taylor Macdonald Senior vice president of channels, Intacct

Intacct's rapid speed in forming new VAR and CPA partnerships can be attributed to Macdonald's efforts, as can the vocal satisfaction these partners have expressed in the program and the product.

Career Highlights: Senior vice president of chan-

nels, Intacct, 2010-present ... Vice president of channels, Promethean 2008-2009 ... Vice president of worldwide channels and sales alliances, Deltek Inc., 2007-2008 ... Chief channel and strategy officer, Sage Software 2006-2007; executive vice president of channel and sales operations, 2004-2006; senior vice president of business partners and VP of partner development, Best Software (later Sage), 1998-2004 ... President and founder, Macdonald Consulting Group, 1989-1998 ... Director of management advisory services, Smith & Howard PC, 1987-1989 ... VP of finance, Resort Storage Management, 1985-1987 ... Manager, Policy Management Systems, 1981-1985.

Other Affiliations: Board, ITA ... Past board member, Southeastern Software Association.

Education: Yale University, 1977, BS.

Personal: Born 1955, Dallas ... Married to Cindy ... Four children.

Twitter: @taylormacd



Samantha Mansfield Director of corporate communications, CPA.com

Mansfield has emerged as a champion for CPA.com's educational efforts, with an active social media presence, numerous speaking engagements, and an enthusiasm for helping firms implement profitable new business models using technology.

Career Highlights: Director of corporate communications, CPA.com, 2015-present; senior manager of program development, 2014-2015 ... Senior technical consultant, Thomson Reuters, 2011-2013; to account representative, Creative Solutions, 2000-2004 ... Intern, Washington Sports and Entertainment, 1999.

Other Affiliations: Salvation Army ... Past board member, living history organization ... Past board member, HOA.

Education: Hillsdale College, 2000, BA Business Administration/Marketing.

Personal: Born 1977, Topeka, Kansas.

Blog/Twitter: www.cpa.com/blog/ / @snmansfield



Jason Marx CEO, Wolters Kluwer Tax & Accounting, North America

In the past year, Marx moved from his old role serving small firms to a new position with a broader constituency — but that won't change his focus on creating tools that are tailored to practitioners' needs.

Career Highlights: CEO, Wolters Kluwer Tax & Accounting North America, 2015-present; president, CCH Small Firm Services, 2013-2015; vice president and general manager, residential and indirect lending, Wolters Kluwer Financial Services, 2007-2013 ... Executive VP, FMF Capital, 2004-2007 ... VP of operations, Kaufman Financial Group, 2000-2003 ... Co-founder and managing director, AMRESO Residential Credit Corp., 1995-1999 ... VP, director of portfolio acquisitions, Household Finance Corp., 1988-1995.

Education: DePaul University, 1992, MBA Finance ... University of Michigan, 1988, BA Economics.



Chuck McCabe Founder, president and CEO, The Income Tax School

McCabe is a cheerleader for the independent tax preparer — those who love tax, but don't necessarily want to be a part of a national franchise system or a larger accounting firm. Through his school and blog, he supports them with advice, education, business skills, and a forum.

Career Highlights: Founder, president and CEO, The Income Tax School Inc., 1989-present ... Founder, president and CEO, Peoples Income Tax Inc., 1987-present ... COO, Bay Colony Ltd., 1983-1986 ... Tax preparer, assistant district manager, district manager, regional director, H&R Block Inc., 1968-1983.

Other Affiliations: IRS Electronic Tax Advisory Committee ... Founding chair, Virginia Council of CEOs ... Board chair, Better Business Bureau of Central Virginia ... University of Richmond Dean's Advisory Board ... State Council of Higher Education of Virginia College Advisory Board Executive Committee ... Leadership Metro Richmond.

Education: Pace University, 1983, ABD; 1981, Executive MBA ... Adelphi University, 1979, BS.

Personal: Born 1944, New York City ... Married to Marilyn ... Two children.

Blog/Twitter: www.theincometaxschool.com/blog/ / @peoplestax, @taxschool



Scott McFarlane Co-founder and CEO, Avalara

McFarlane has led Avalara's accelerated growth over the past few years, through new rounds of funding, an expanded number of employees and office locations, and myriad strategic partnerships that capitalize on the urgent business need to automate complex tax calculations. This year, the company's successful first user conference solidified its big presence in that space.

Career Highlights: Co-founder and CEO, Avalara, 2004-present ... Senior vice president of business development and strategy, Check Point Software, 1998-2004 ... President and COO, MetaInfo (acquired by Check Point), 1996-1998 ... COO, CSS, 1993-1996 ... VP of development, AIRCOA, 1982-1992 ... Co-founder and president, NAS Fitness, 1977-1982.

Other Affiliations: NW Forum ... Information Technology Alliance.

Education: Claremont McKenna College, 1979, Economics.

Personal: Born 1957, Cleveland ... Married to Janet ... Two children.



Jim McGinnis Vice president, Accountant Segment, Intuit

With Intuit committed to leading its millions of small-business users into the cloud, McGinnis is committed to explaining its value to the accountants who advise those small

Q&A

May you live in exciting times

As part of our Top 100 Most Influential People in Accounting report, we asked the candidates what has them most excited about the future of the profession. A sampling of their responses follows.

What isn't exciting about the future of accounting? There are clients who are more engaged than ever and looking for collaboration and advisory services from their accounting professionals.

— Karen Abramson

What has me most excited may be what others most fear: That the profession is on the cusp of revolutionary change. The intersection of technology and generational shifts is dramatically redefining this profession.

— Joanne Barry

I see a lot of firms and accounting professionals that are open to new ideas and ways of thinking.

— James Doty

I'm most excited about the major transformation that is taking place in public accounting, whereby firms are reinvesting and retooling from being compliance shops to truly being in the business of helping their clients with their business and financial problems ... whatever they may be!

— Allan Koltin

The bright young leaders coming into the profession. They are smarter, more connected, more efficient, and less attached to "old ways and ideas."

— Jennifer Wilson

I periodically travel around the country to meet with accounting students at various universities, and I am excited to see the enthusiasm these students demonstrate for a career in public accounting.

— Jay Hanson

Millennials and the change they are forcing in the industry is very exciting. With so many Boomers leaving the industry, the industry is being forced to look at new ways to do business.

— Lauren Clemmer

The development of advanced data and analytics combined with another quickly emerging capability — cognitive computing — is exciting.

— Lynne Doughtie

The people! I am inspired by the passion, commitment, and hard work of accountants. — *Kimberly Ellison-Taylor*

What makes me most excited about the future of accounting is how much fun it is! I know that sounds corny but I can tell you honestly that I am having more fun now than I ever have. — *Brian Fox*

The opportunity to shape our future. We're not stuck in a dull, never-changing industry or world. To the contrary, disruption is all around us. That gives us the opportunity to be disruptive as well, to help shape the way businesses and markets work in the future. That can be scary, but it's really exciting, too! — *J. Michael McGuire*

We now have a real opportunity to run a firm like an entrepreneur. We can take risks, price higher, and offer new and valuable services that earlier practitioners didn't have the opportunity to offer. — *Jason Blumer*

The rapid pace of change and innovation ... — we're able to witness firsthand how the traditional role of the audit is changing due to the fusion of our physical, biological, and digital worlds. ... What excites me most is the increased scope for higher-order thinking and insights that these changes will enable. — *Cathy Engelbert*

I think the evolving and expanding role of accountants is something that's very exciting, particularly for the younger people just joining the profession. — *Terri Polley*

We are expanding and growing to be more inclusive in every way — not just in terms of racial diversity, but also with regard to roles, backgrounds, service offerings, and more. — *Jina Etienne*

The profession's changing, diverse workforce: Accounting and auditing will be shaped in exciting ways as the profession taps assertively into a talent pool that is growing more diverse culturally, that has shown fresh ways of thinking, and that can bring the profession critical new skillsets. — *Cindy Fornelli*

The ramping up by firms to do a better job making their firms great places to work that train people well and develop them into leaders. — *Marc Rosenberg*

I am particularly excited about globalization, not only in the accounting profession,

but also across our middle-market client base. — *Joe Adams*

Watching leading firms transform their business models from simply compliance/transactional services to a more advisory model. — *Jim Boomer*

The forward-looking nature of the profession. Moving from looking backwards to forwards to really help clients manage their businesses in a proactive real-time manner. — *Taylor Macdonald*

Blockchain technology. Even though it was not invented by the accounting profession, it is destined to transform and disrupt how and what accountants do. — *Ron Baker*

The trend of greater specialization by smaller and midsized firms. — *Bonnie Buol Ruszczyk*

In my view, our profession is standing on the doorstep of a high-tech revolution, where big data, workflow tools, data analytics and artificial intelligence are the first steps being taken on the path to an amazing future. — *Todd Shapiro*

Our profession will be retiring many Baby Boomers and, more than ever, we will be able to offer tremendous opportunity to young people from the Generation Xers, to the Millennials, and eventually to Generation Z. — *Denny Schleper*

It will be exciting to see whether the profession can leverage the growing demand for some form of assurance on new matters such as interim financial information, cybersecurity, sustainability, and perhaps other areas as an opportunity to increase the relevance of the audit. — *Lewis Ferguson*

It is the new breed of CPA firm that is producing outsized profits for its owners with strategic vision, exceptional talent, and fanatical client service. Mostly they are flying under the radar, driven by a single savvy owner or a small group of tightly knit partners. — *Rick Telberg*

The pace of change. I enjoy the challenges brought on by change and I am ready to change and adapt to the new marketplace. — *Jim Bourke*

To read the full responses of all the T100 candidates, visit AccountingToday.com.

businesses, and leading them into the cloud as well.

Career Highlights: Vice president, Accountant Segment, Intuit, 2014-present; vice president, marketing, Accounting Professionals Division, 2010-2014 ... Executive vice president and general manager, Licensed Products Division, Activision 2008-2010 ... Vice president of marketing, PepsiCo-Tropicana, 2005-2008 ... Marketing director, PepsiCo International-Smiths Snackfood Australia, 2003-2005 ... Regional accounts director, Boston Beer Co., 1987-1989.

Other Affiliations: Economic Club of Chicago ... Chicago Yacht Club ... Duke Alumni Association.

Education: Northwestern University - Kellogg School of Management, 1991, MBA Finance, Marketing ... Duke University, 1987, BA Economics.

Personal: Born 1965, Asmara, Eritrea ... Married to Koren ... Two sons.

Blog/Twitter: accountants.intuit.com / @jim_mcginnis



J. Michael McGuire
CEO, Grant Thornton

McGuire has been on the job for over a year and half, but his efforts in the firm's industry program, marketing and sales, and talent and culture were already paying dividends before that, and have helped to drive Grant to record revenues.

Career Highlights: CEO, Grant Thornton LLP, 2015-present; Global Board, Grant Thornton International; national managing partner of operations, 2013-2014; national MP of markets, industry, people and culture, 2010-2013; Carolinas MP, 2002-2010 ... To head, Carolinas audit division, Arthur Andersen, 1999-2002; audit staff, 1982-1984.

Other Affiliations: Center for Audit Quality ... Chair, Grant Thornton Foundation ... Business Roundtable ... Economic Club ... Charlotte Chamber of Commerce ... Bechtler Museum of Modern Art ... Queens University of Charlotte ... Johnson & Wales University Epicurean Society Scholarship Fund.

Education: Bowling Green State University, 1982, Bachelor's in Acctg. and MIS.

Personal: Born 1958, West Unity, Ohio ... Married to Melissa.

Twitter: @mikemcguireclt



Barry Melancon
President and CEO, AICPA

Melancon sees deeper into the profession's current state than anyone else, and also looks further into its future. With this year's membership vote in favor of a new association with CIMA, he's one major step closer to seeing his long-term vision for that future realized.

Career Highlights: President and CEO, AICPA, 1995-present ... Executive director, Society of Louisiana CPAs, 1987-1995 ... Shareholder, Bergeron & Co., 1979-1987.

Other Affiliations: CEO, Association of International Certified Professional Accountants (joint venture with CIMA) ... U.S. Delegation, IFAC ... Chairman, XBRL-US ... U.S. Chamber of Commerce's Center for

Capital Markets Competitiveness ... Board, Global Accounting Alliance ... Board, New York Society of Association Executives ... International Integrated Reporting Council.

Education: Nicholls State University, 1983, MBA, 1978, BS.

Personal: Born 1958, Houma, La. ... Married to Patty ... One son.

Blog/Twitter: aicpa.org / @barrymelancon



Ed Mendlowitz
Partner, WithumSmith+Brown

Mendlowitz's popular articles, newsletters, books and checklists bring to the fore many issues of significance to the profession, from why accountants are leaving public accounting for industry, to what it means to really serve a client with integrity. And his baseball cards featuring famous accountants are definitely worth a look!

Career Highlights: Partner, WithumSmith+Brown, 2005-present ... Partner, Mendlowitz Weitsen, 1988-2005 (merged into WithumSmith+Brown in 2005) ... Shareholder, Siegel, Mendlowitz & Rich, 1974-1988 ... Shareholder and employee, Jack Grushan & Co., 1970-1973 ... Self-employed, 1969-1970 ... Staff accountant, various firms, 1963-1969.

Other Affiliations: AICPA ... Chairman, 100th Anniversary History Committee, NYSSCPA ... NJCPA ... Treasurer, East Brunswick Public Library Foundation ... Treasurer, American First Day Cover Society ... Trustee, Accounting Club of America ... Admitted to practice before U.S. Tax Court ... Author, 24 professional books.

Education: Baruch School, City College of New York, 1963, BBA.

Personal: Born 1942, New York City ... Married to Ronnie ... Two children, two grandchildren.

Blog/Twitter: www.partners-network.com / @emendlowitz



Stan Mork
President, ITA

As more organizations join the ITA, they rely on Mork's guidance in developing programming, events and networking opportunities that appeal to the more diverse membership that he and his team are working to attract.

Career Highlights: President, Information Technology Alliance, 2013-present ... Principal - technology consulting, McGladrey; national leader of IT transaction advisory services, 2012; national leader of IT consulting, 2004-2006; 1994-1996 ... System analyst, Farm Credit Services, 1982-1984 ... Sales representative, Digital Equipment, 1980-1982 ... Territory representative, Burroughs Corp., 1978-1980.

Other Affiliations: Past board member, ITA ... Volunteer chair, 2003 Leadership St. Paul Planning Committee.

Education: Leadership St. Paul Program, 2001 ... Concordia College, BA Business Administration.

Personal: Born in Albert Lea, Minn. ... Married to Carrie.

Twitter: @stanmork

**Zach Nelson**
CEO, NetSuite

Oracle's recent acquisition of NetSuite put a big price tag on the value the company has been cultivating for years as an innovative and true cloud provider for fast-growing companies, with industry veteran Nelson leading the confident charge forward.

Career Highlights: CEO, NetSuite Inc., 2002-present ... Various positions, including CEO of myCIO.com, McAfee/Network Associates, 1996-2001 ... To vice president of worldwide marketing, Oracle, 1992-1996 ... Sun Microsystems, 1989-1992.

Other Affiliations: Board member, NetSuite ... Board member, App Annie ... Patent holder.

Education: Stanford University, MA; BS.

Personal: Born 1961, Omaha, Neb. ... Married to Elizabeth ... One daughter.

**Caleb Newquist**
Founding editor,
Going Concern

Having found a new home at recruiting platform Accountingfly, Newquist's *Going Concern* remains the virtual water cooler for young accountants (particularly at the larger firms), and now he's branching out with his own content studio, Yarn, which aims to teach firms how to tell their own stories.

Career Highlights: Founding editor, *Going Concern*, 2009-present; head of content, Accountingfly, 2015-present ... Founder, Yarn, 2015-present ... Senior financial analyst, Lockton Cos., 2009 ... Senior associate, KPMG, 2005-2008 ... Accounting associate, Spicer Jeffries, 2003-2005.

Other Affiliations: Treasurer, Jefferson Symphony Orchestra ... Former adjunct professor, Community College of Denver, 2011-2014.

Education: Colorado State University, Fort Collins, Colo., 2003, MS ... University of Nebraska at Kearney, 2002, BS.

Personal: Born 1979, Ord, Neb. ... Married.

Blog/Twitter: http://goingconcern.com/@go_yarn, [@cnewquist](http://cnewquist), [@goingconcern](http://goingconcern)

**Jay Nisberg**
President,
Jay Nisberg & Associates

Nisberg's behind-the-scenes work as a consigliere for a wide range of firms on a wide range of issues ensures that his influence remains undiminished.

Career Highlights: President and management consultant, Jay Nisberg & Associates Ltd., 1972-present.

Other Affiliations: Founder and former member, The Advisory Board ... Trustee, National Parks Trust ... Co-founder, Professional Alliance Group ... Author, *How to Manage Your Accounting Practice; From Chaos to Order; The Random House Dictionary of Business Terms* ... Co-author, *Stratagem*.

Education: Pacific Western University, Ph.D, Business Administration ... Detroit College of Law, non-degree program, 1968, Labor Relations Training;

MA/Ph.D. Combined Program, 1970, ABD ... University of Buffalo, 1968, BA Social Sciences.

Personal: Born 1946, Buffalo, N.Y. ... Married to Sally ... One child.

**Nina Olson**
National Taxpayer
Advocate, IRS

An independent voice for the taxpayer at the IRS, Olson has inserted herself into the debate over the underfunding of the service. At the same time, she is also keeping an eye on the IRS's plan for how it will operate in the future.

Career Highlights: National Taxpayer Advocate, IRS, 2001-present ... Attorney at law, 1997-2001 ... Founder and executive director, Community Tax Law Project, 1992-2001 ... Owner, Accounting, Tax & Information Services, 1975-1991.

Other Affiliations: American College of Tax Counsel ... Past chair, American Bar Association Section of Taxation's Low Income Taxpayers Committee; Pro Se/Pro Bono Task Force ... Faculty, Harvard Kennedy School of Government ... Past adjunct professor, Georgetown University Law Center; Virginia Commonwealth University; College of William and Mary School of Law; University of Richmond School of Law. **Education:** Georgetown University Law Center, 1994, Masters of Law in Taxation ... North Carolina Central School of Law, 1991, JD ... Bryn Mawr College, 1975, AB Fine Arts.

Personal: Born 1954, Philadelphia ... One child.

Blog/Twitter: <http://www.taxpayeradvocate.irs.gov/blog/@yourvoiceatirs>

**Jody Padar**
CEO and principal,
New Vision CPA Group

If enthusiasm alone could change accounting, it would have long since been remade according to Padar's vision of the "New Firm." But she matches her boundless enthusiasm with savvy communications and the ability to build connections across the profession, and that is what will make all the difference.

Career Highlights: CEO and principal, New Vision CPA Group, 2006-present ... Associate, Tax Technology Group, Price Waterhouse, 1994-1995.

Other Affiliations: Author, *The Radical CPA* ... Practitioners and Tech+ Steering Committee, AICPA ... MACPA ... Adjunct professor, Oakton Community College ... Founder and past president, Chicago QuickBooks Pro Advisor User Group.

Education: Northern Illinois University, 2005, MST ... Saint Mary's College, 1994, BBA.

Personal: Born 1972, Chicago ... Married to Christopher ... Two children.

Blog/Twitter: www.accountingtomorrow.com/@jodypadarca

**Brian Peccarelli**
President, The Tax &
Accounting business of
Thomson Reuters

Peccarelli is attuned to the massive techno-

logical disruption embodied in the move to the cloud, and is making sure his team is in the forefront, not least with tools like their award-winning new Onvio platform.

Career Highlights: President, the Tax & Accounting business of Thomson Reuters, 2011-present; president, Workflow & Service Solutions, 2010-2011; president, corporate software, 2006; vice president and general manager, RIA Compliance, 2002; joined RIA/CLR, 1984.

Other Affiliations: AICPA ... American Bar Association ... Texas State Board of Public Accountancy.

Education: Southern Methodist University, MBA ... Hamline University School of Law, JD ... Carthage College, BA Acctg. and Business Administration.

Personal: Born 1960, Wisconsin ... Married to Jane ... Two children.

**Carl Peterson**
Vice president of small
firm interests, AICPA

There are more than 40,000 small firms in the country, and as one of Peterson's fellow T100 points out, who can better represent them than a former small-practice owner? Peterson travels the country constantly, talking with, learning from, advising and representing exactly the kind of practice he knows so well.

Career Highlights: Vice president of small firm interests, American Institute of CPAs, 2014-present ... Managing partner, Peterson, Peterson & Associates, 1999-2014 ... Partner, Schmidt & Peterson, 1994-1999 ... Managing partner, C.G. Peterson & Associates, 1989-1994 ... Controller, Healey Ramme Co., 1985-1989 ... Staff accountant, Berc & Fox, 1985-1980.

Other Affiliations: Chair, Minnesota State Board of Architecture, Engineering, Land Surveying, Landscape Architecture, GeoScience and Certified Interior Design ... Chair, Legislative Affairs Committee, MNCPA; trustee, MNCPA PAC.

Education: Kansas State University, 1980, BS BA/ Acctg.

Personal: Born 1958, Peoria, Ill. ... Married to Joan (also a CPA) ... Three children (one of whom is a CPA).

**Jeff Phillips**
CEO, Accountingfly

Everyone's looking for young accountants, and Phillips and his team at recruiting platform Accountingfly know how and where to find them, and what it will take to get and keep them.

Career Highlights: CEO, Accountingfly, 2012-present ... Senior advertising sales executive, Snagajob, 2011 ... Global account manager, Monster.com, 2005-2011 ... Business development representative, American Express, 2003-2005 ... Campus Recruiting Team manager, Scient Inc., 2000-2001 ... Campus recruiter, Trilogy Software, 1998-1999.

Other Affiliation: Board, Greater Pensacola Chamber of Commerce ... Board, Fiesta of Five Flags.

Education: Baylor University, 1998, BBA in Economics ... Southern Methodist University, 2007, MBA.

Personal: Born 1976 ... Married to Lacy Harrell Phillips ... Three children.

Blog/Twitter: accountingfly.com/blog/@jeffphillips

**Terri Polley**
President and CEO, FAF

As the standards-setters she supports move further and further away from convergence, Polley is in a position to help them chart a new and independent course for the future.

Career Highlights: President and CEO, Financial Accounting Foundation, 2008-present; executive director of advisory groups, FASB, 1999-2008; controller, FAF, 1990-1999; technical associate, FASB, 1987-1990 ... Senior accountant, Arthur Andersen, 1982-1987.

Other Affiliations: AICPA ... Connecticut Society of CPAs ... Chairman, Greater Norwalk Chamber of Commerce.

Education: St. Francis College, 1982, BA Acctg. and French.

Personal: Born 1960, Brooklyn, N.Y. ... Married ... One son.

Blog: "From the President's Desk" on www.accountingfoundation.org

**Terry Putney**
CEO, Transition Advisors

Putney and his partner, Joel Sinkin, are among the elite cadre of M&A consultants, having helped guide hundreds and hundreds of deals to completion. It's not that scorecard that makes them stand out, though; it's their deep knowledge of the inner workings of firms, and their ability to turn that into actionable advice.

Career Highlights: CEO, Transition Advisors LLC, 2004-present ... Vice president, HRB Small Business Resources, H&R Block, 2002-2004; senior managing director of M&A, RSM McGladrey, 2001-2002; vice president of M&A, HRB Business Services, 2000-2001; president, HRB Business Services, 1998-2000 ... Managing partner, Donnelly Meiners Jordan Kline, 1993-1998; partner, 1978-1998.

Other Affiliations: Co-author, *CPA Firm Mergers & Acquisitions* ... Immediate past president, CPA Consultants' Alliance ... AICPA ... Florida Institute of CPAs ... University of Kansas Accounting/Information Systems Advisory Council ... Treasurer, Cornerstones of Care ... Past president, Plaza Rotary Club ... Past board member, Kansas City Ballet.

Education: College University of Kansas, Lawrence, 1978, BS Business-Acctg.

Personal: Born 1954, Kansas City, Mo. ... Married to Mary ... Two children.

Blog: cpaconsultantsalliance.com/blog/

**Jean Rogers**
CEO and founder, SASB

Rogers has led SASB in rolling out a series of provisional reporting standards for measuring different companies' environmental impact, is gathering feedback before finalizing the standards, and has begun offering guidance to help apply its findings.

Career Highlights: CEO and founder, Sustainability Accounting Standards Board, 2011-present ... Principal, Ove Arup and Partners Ltd., 2001-2011 ...

Q&A

On the assumption that the T100 People were accomplishing more things on a regular basis than we were, we asked them to tell us what their most important “productivity tool” is. We expected a long list of apps (and we got plenty, which you can read about in full on AccountingToday.com), but many of the T100 used a looser definition of the phrase.

As an example: August Aquila said, “I am the most important productivity tool that I can use,” in the sense of personal organization. He deletes anything he doesn’t need immediately to reduce clutter, knows his peak cycles of productivity so he can schedule his most important tasks for those times, and lets everyone around him know of his commitments, so they can help hold him accountable.

For those who don’t want to rely on themselves, someone else can come in handy. Jason Blumer allows a personal assistant to fully manage his calendar, and saves from 10 to 15 hours a week. Ken Bishop, Gale Crosley and Allan Koltin all mentioned their personal or virtual assistants; interestingly, Crosley’s works remotely, and the two have never met.

On the other hand, Denny Schleper said, “The elimination or reduction of personal assistants has increased productivity tremendously,” because it forces people to rely on new tools and eliminate duplication of efforts.

Jim Bourke likes delegation, as does Sandy Johnson, who said, “I learned a very long time ago that I can’t do it all, nor do I want to.”

Ed Karl uses a similar tool: “Recruiting, coaching and advancing a pool of competent colleagues. I put trust in them and let them do their jobs.” The value of a team was similarly clear to Joanne Barry and Jim Boomer.

Cindy Fornelli relies on a strong team at the CAQ, too, but also cites scheduling some time — even just a few minutes — every day just for thinking.

Ed Mendlowitz, Marc Rosenberg and Sarah Johnson Dobek, meanwhile, all praised the value of a good to-do list (Johnson Dobek’s is hand-written, which demonstrates serious commitment).

And naturally, Ron Baker offered the final word on the pursuit of productivity, citing Peter Drucker and Stephen Covey: “Don’t confuse being efficient — or being busy — with being effective (doing the right thing).”

Loeb Fellow, Harvard University, 1997-1998 ... Management consultant, Deloitte, 1993-1997 ... Environmental engineer, Montgomery Watson, 1990-1993.

Other Affiliations: East Bay Agency for Children ... Loeb Fellowship Network.

Education: Harvard University, 1998, post-doctorate fellow ... Illinois Institute of Technology, 1989, Ph.D ... Manhattan College, 1986, BE, ME.

Personal: Born 1963, White Plains, N.Y. ... Married to Gary Cox ... One child.

Blog/Twitter: www.sasb.org/category/blog / @sasb



Darren Root President and CEO, RootWorks

From his new Learning Center in Indianapolis, Root continues his long-time mission of serving as a trusted advisor to the nation’s trusted advisors — helping firms across the country run better, smarter and more profitably.

Career Highlights: CEO, RootWorks, 2006-present ... Executive editor, *CPA Practice Advisor*, 2008-2014 ... President, Root & Associates, 1985-present.

Other Affiliations: Past member, CITP Credential Committee, AICPA ... Past board member, Indiana Society of CPAs ... Author, *The Intentional Accountant* ... Co-Author, *YOUtility for Accountants; The E-Myth Accountant* ... Founder, Thomson Reuters Partner Summits ... Past director, Bloomington Hospital Foundation ... Past chairman, Bloomington United Way Campaign ... Guest lecturer, Indiana University School of Business ... Sherwood Oaks Christian Church ... Director, German American Bancorp.

Education: Indiana University, 1984, B.S., Acctg.

Personal: Born in Bloomington, Ind. ... Married to Michelle ... Three children.



Marc Rosenberg President, The Rosenberg Associates

Rosenberg’s ever-expanding series of monographs are the last word on managing a CPA practice, but he’s not about a static view of the profession. He keeps fresh by consulting with firms and mentoring young accountants.

Career Highlights: President, The Rosenberg Associates, 1994-present ... National director of management consulting, PDI, 1988-1994 ... Chief operating officer, Friedman, Eisenstein, Raemer & Schwartz, 1982-1988 ... Vice president of finance, International Division, Mark Controls Corp., 1974-1982 ... Senior auditor, Ernst & Ernst, 1970-1974.

Other Affiliations: Author, *The Rosenberg Practice Management Book Series; The Rosenberg Blog* ... Founding member, The New Horizons Group ... Founder, The Rosenberg MAP Survey ... AICPA ... ICPAS ... Founder, The Rosenberg Chicago Roundtable Groups.

Education: University of Illinois, 1970, BS Acctg.

Personal: Born 1948, Chicago ... Married to Ellen ... Two children ... Chicago Cubs fanatic (still).

Blog/Twitter: http://blog.rosenbergassoc.com / @mrosenbergcpa



Bonnie Buol Ruszczyk President, bbr marketing

Ruszczyk brings real-life experience both inside and outside of accounting to her job teaching accountants and other professionals how to successfully reach wider audiences, and has made a name for herself as one of a small group of experts helping to make professional services marketing more, well, professional.

Career History: President, bbr marketing, 2009-present ... Marketing director, Windham Brannon, 2007-2009 ... Product marketing manager, QAD, 2005-2007 ... Client service director, Function:Design, 2003-2005 ... Writer, Knock Out Communications, 2001-2003 ... PR director, SportBrain, 2000-2001 ... Client service director, WordOne, 1996-2000 ... Client service manager, Deeley Trimble, 1995-1996 ... International marketing manager, Turner Broadcasting, 1993-1995 ... Marketing assistant, Mighty Distributing System, 1991-1993.

Other Affiliations: Board member, Association for Accounting Marketing; former president and current board member, Atlanta Chapter ... Marketing committee chair, CPA Consultants’ Alliance ... Author, *Take Your Marketing Online: Proven Ways to Grow Your Firm in the Digital Age* ... Contributing author, *Bridging the Gap: Strengthening the Connection between Current and Emerging Leaders in the CPA Profession* ... Founding member, Atlanta Independent Women’s Network ... Past board member, National Association of Women Business Owners.

Education: Georgia State University, 2001, MBA ... Troy State University, 1991, BA Journalism, Public Relations & French.

Personal: Born 1969, Lakeland, Fla. ... Married to Paul.

Blog/Twitter: www.bbrmarketing.com/blog; www.marketingideasforcpas.com / @bbrmarketing



Timothy Ryan Chairman and senior partner, PwC

Ryan just took the helm at the start of July, but he brings a focus on client service and firm culture that will serve his Big Four firm well.

Career Highlights: Chairman and senior partner, PwC US, 2016-present; past member, Global Board; vice chairman and leader of U.S. markets, strategy and stakeholders, 2013-2016; vice chairman of assurance, 2009-2013; leader, U.S. financial services industry practice, 2005-2009.

Other Affiliations: AICPA ... Governing Board, CAQ ... Trustee, SEC Historical Society ... Board, Children’s Aid Society.

Education: Babson College, 1988, Accounting/Communications.

Personal: Born in Dedham, Mass. ... Six children.



Denny Schleper CEO, CliftonLarsonAllen

Even in an era of relentless M&A, Schleper and CLA stand out, frequently announcing a few deals at once (they probably announced one while you

were reading this). But he isn’t neglecting organic growth, either, and is fast becoming a role model for regional firm leaders who want to make their mark.

Career Highlights: Chief executive officer, CliftonLarsonAllen, 2015-present; chief business officer; managing principal of offices; principal-in-charge; principal; manager; joined, 1989 ... Chief financial officer, Good Shepherd Lutheran Home, 1987-1989 ... Staff accountant to manager, McMahan Hartmann Amundson & Co., 1983-1987.

Other Affiliations: AICPA ... Past president, American Institute of Management Accountants ... Board member, Bridging Freedom; CollaborateMD.

Education: St. John’s University, 1983, BS Acctg. & Business.

Personal: Born 1960, St. Cloud, Minn. ... Married to Cookie Jones Schleper ... One son, one daughter.



Todd Shapiro President and CEO, ICPAS

Shapiro is one of those using his state society as an incubator for new ideas in a range of areas (professional education is a big one), while at the same time advocating for more innovation in the profession nationwide.

Career Highlights: President and CEO, Illinois CPA Society, 2013-present; CFO, 1998-2013 ... Director of financial planning and analysis, home and personal care USA, Unilever, 1992-1998 ... Director of finance, Pet Foods Division, Quaker Oats, 1982-1992.

Other Affiliations: President and CEO, CPAs for the Public Interest ... CPA/Society Executives Association ... FEI ... American Society of Association Executives ... Ex officio board member, CPA Endowment Fund of Illinois ... Accountancy Advisory Board, University of Illinois at Urbana-Champaign ... Future of Learning Task Force, AICPA, Peer Review Board ... Member and past president, Lyons Township High School Board of Education.

Education: DePaul University, 1982, MBA ... University of Illinois at Urbana-Champaign, 1979, BS Finance.

Personal: Born 1957, Kankakee, Ill. ... Married to Leslie ... Two children.

Twitter: @toddicpas



Bill Sheridan Chief communications officer, MACPA

Sheridan is both the medium and the message — his work for his association sets a high standard and offers an object lesson in social media and communications, while his writing and frequent public appearances offer insights into the future of learning, leadership and the profession.

Career Highlights: Chief communications officer, MACPA / Business Learning Institute, 2000-present ... Editor, CBSSports.com, 1997-2000 ... Editor, Gaston, N.C., *Gazette*, 1995-1997 ... Features editor/Sunday editor, Greenhow Newspapers, 1991-1995.

Other Affiliations: Author, *Look, Lead, Love Learn* ... American Society of Association Executives.

Education: University of Buffalo, 1990, Communications.

Personal: Born 1967, Cuba, N.Y. ... Married to Alison ... One daughter.

Blog/Twitter: www.cpasuccess.com; www.blionline/blog / @billsheridan



Joel Sinkin President, Transition Advisors

Sinkin and his partner, Terry Putney, rank among the top M&A consultants to accountants, a position that has given them a behind-the-scenes look at how hundreds of firms work — which they have turned into expertise they share generously with the rest of the profession.

Career Highlights: President, Transition Advisors LLC, 2004-present ... President, J. Sinkin Consulting Group, 2003-2004 ... Division manager, GlobalForce International, 1990-2003.

Other Affiliations: Succession advisor, AICPA; editorial advisor, Small Firm Solutions; member, Editorial Review Board, *The CPA Journal* ... Co-author of three books, including *Buying, Merging CPA Firms*.

Education: SUNY Brockport, 1981.

Personal: Born 1958, Brooklyn, N.Y. ... Married to Kathy ... One son, one daughter.



Brad Smith Chairman and CEO, Intuit

Given the dominance of his flagship solution QuickBooks, Smith would be influential no matter what — but he's not resting on Intuit's laurels; instead, he's leading a strong push into the cloud that will bring along millions of small businesses (and their trusted advisors, too).

Career Highlights: Chairman and CEO, Intuit Inc., 2016-present; president and CEO, 2008-2015; senior vice president and general manager, Small Business Division, 2006-2007; general manager, QuickBooks Group, 2005-2006; leader, Consumer Tax Group, 2004-2005; VP and general manager, Accountant Central and Developer Network; joined, 2003 ... Senior VP of marketing and business development, ADP ... Various sales, marketing and management positions, Pepsi, Seven-Up, Advo Inc.

Education: Aquinas College, Master's of Management ... Marshall University, BBA.

Twitter: @intuitbrad



Dave Stende Managing partner and CEO, Eide Bailly

Stende was re-elected last year, allowing him to continue pursuing a five-year vision for Eide Bailly that has seen the firm become one of the most aggressive acquirers in an aggressive field, with deals all over the West, the Southwest and the Mountain States.

Career Highlights: Managing partner and CEO, Eide Bailly, 2014-present; COO, 2006-2013; partner-in-charge, Fargo office, 2004-2006; audit practice leader, Fargo office, 1995-2004; partner, 1992; joined, 1981.

Other Affiliations: Major Firms Group, AICPA; past member, Government Technical Standards Subcom-

mittee, Government Finance Officers Association Special Review Committee ... United Way ... Board member, Fargo Marathon.

Education: University of North Dakota, Grand Forks, BS Business Administration and Acctg.

Personal: Married ... Two teenagers.



Rick Telberg Founder and CEO, CPA Trendlines

Since his days as head of *Accounting Today*, Telberg has made a practice of introducing new voices, and he's continuing that now as a one-man publishing house for a host of people with important things to tell the profession — to say nothing of the valuable insights he unearths through his research projects.

Career Highlights: President and CEO, CPA Trendlines, 2004-present... Founder, president and CEO, Bay Street Group LLC, 2004-present ... Editorial director, director of online content, editor-at-large, CPA2Biz, 2001-2011... Vice president and senior editorial director, SmartPros, 2000-2001... Vice president, group publisher, editorial director, and editor-in-chief, *Accounting Today*, 1991-2000.

Other Affiliations: AAM ... IBM Small Business Advisory Board ... Hewlett-Packard Accounting Industry Panel of Influencers ... National Society of Accountants.

Education: City University of New York-Baruch, Corporate Finance, 1983 ... New York University, 1978, Bachelor's.

Personal: Born 1956, New York City.

Twitter: @cpa_trendlines



Arleen Thomas Senior VP of management accounting and global markets, AICPA

With the exam for the institute's management accounting credential now fully established and its international joint venture with CIMA deepening, Thomas' dual role looks likely only to grow in influence.

Career Highlights: Senior vice president of management accounting and global markets, American Institute of CPAs, 2012-present; senior VP of member competency and development, 2005-2012; VP of professional standards and services, 1997-2005; vice president of SEC Practice Section and self-regulation, 1995-1997; director of accounting standards, 1992-1995 ... Senior manager, audit, KPMG, 1983-1992.

Other Affiliations: Past chair, XBRL International Inc. ... Consistory of the Reformed Church of Bronxville.

Education: Metropolitan State University, 1983, BA Acctg.

Personal: Born 1960, Denver ... Married to Steven ... Two children.

Twitter: @arleencpa



Ralph Thomas CEO and executive director, NJCPA

As a state society leader, Thomas is one of a handful of changemakers the

profession looks to; as a voice for diversity and inclusion in the profession, he is in a class by himself.

Career Highlights: CEO and executive director, New Jersey Society of CPAs, 1999-present ... Vice president, Structured Products Group, Citibank, 1987-1999 ... Staff manager, American Bell and AT&T Information Systems, 1982-1987 ... Senior systems accountant, Potomac Electric Power Co., 1980-1982 ... Senior accountant, Price Waterhouse, 1977-1980.

Other Affiliations: Member, AICPA Foundation Board; past member, National Committee on Diversity and Inclusion, Strategic Planning Committee, AICPA Council, AICPA Group of 100, AICPA Pre-Certification Education Executive Committee; AICPA Peer Review Executive Committee Board, and CPA Vision Project ... Past member, CPA/SEA Board ... State Society Network Inc., Shared Services LLC ... Lifetime member and past national president, National Association of Black Accountants ... Trustee emeritus, Lehigh University; member and past chair, Audit Committee ... Member, Accounting Advisory Boards, Lehigh, Rutgers, Seton Hall, Montclair State University, Thomas Edison State College ... Chair, NASBA State Society Relations Committee ... Treasurer, Opportunity NJ ... New Jersey State Chamber of Commerce Cornerstone Initiative.

Education: Lehigh University, 1977, MBA; 1976, BS Business & Economics.

Personal: Born 1954, Washington, D.C. ... Married to Valerie ... One daughter.



Jeff Thomson President and CEO, IMA

Thomson's organization hit a major milestone this summer, topping 50,000 holders of its flagship CMA credential, even as he works to help them deal with the many ways the role of the management accountant has changed, and to fend off competition from the AICPA's rival CGMA credential.

Career Highlights: President and CEO, Institute of Management Accountants, 2008-present; vice president of research and applications development, 2005-2008 ... Teacher, Mount Olive Township High School, 2002-2005 ... Chief financial officer of business sales, AT&T, 1979-2002.

Other Affiliations: Voting member, International Integrated Reporting Council ... Past board member, COSO ... Past board member, County Social Services for the Mentally Challenged ... Association of Society Executives.

Education: Executive education programs, Wharton School of Business for Finance and Accounting; Columbia Business School; MIT Sloan School of Business ... Montclair State University, MS Mathematics and Statistics; BS Mathematics.

Personal: Born 1955, Paterson, N.J. ... Married to Harriett ... Four children.

Blog/Twitter: CEO blog <http://linkupima.com/> @ima_jeffthomson



David Vaudt Chairman, GASB

Vaudt's standard-setter is a hive of activity, producing not just new standards — like this year's proposal

for new leasing rules for governments — but also guidance in a range of areas, from pension accounting to investment pools.

Career Highlights: Chairman, GASB, 2013-present ... State auditor, Iowa, 2003-2013 ... Audit partner, KPMG, 1976-2001.

Other Affiliations: AICPA ... AGA ... GFOA ... Iowa Society of CPAs ... Past chair, NASBA.

Education: Upper Iowa University, 1976, BA Acctg.

Personal: Born 1953, Iowa ... Married.

Twitter: @fafnorwalk



Amy Vetter Global vice president of education and head of accounting, USA, Xero

Vetter is an experienced advocate for accountants as connected advisors, backing up her message with novel technology and accessible education to elevate CPAs from traditional compliance work.

Career Highlights: Global vice president of education and head of accounting, USA, Xero, 2014-present ... Senior CPA programs leader, Intacct, 2011-2014... Key accounts manager, Southeastern Region, Intuit, 2009-2011 ... President, Technology In a Box/AV Accounting Services Inc., 2001-2010 ... Partner, Daszkal Bolton, 2005-2007 ... Adjunct professor, Nova Southeastern University, 2001-2010 ... Senior financial analyst, Ryder Systems Inc., 1999-2001 ... Senior accountant, KPMG, 1996-1999.

Other Affiliations: Technology Advisory Panel, *Journal of Accountancy*, AICPA ... NAPW ... Intuit Trainer/Writer Network, 2006-2011 ... Yoga Alliance ... Owner, Drishti Yoga.

Education: Nova Southeastern University.

Personal: Born 1974, Los Angeles ... Married ... Two sons.

Twitter: @amyvettercpa



Jennifer Warawa Global vice president of product marketing, Sage

Warawa pushes the profession forward by keeping an ear to the ground, listening to customer needs as she travels to various industry events where her insights are a main attraction.

Career Highlights: Global vice president of product marketing, Sage, 2015-present; vice president and general manager, Sage Accountant Solutions, Sage North America, 2013-2015; vice president of partner programs & channel sales; joined, 2008 ... Owner and operations manager, Dreamscape Business Services Ltd., 1995-2008.

Other Affiliations: Volunteer, Information Technology Alliance ... Volunteer, Family Promise ... Past board member, Courage for Youth Association ... Founder and past board member, Uptown Rutland Business Association ... Team captain, Sage's American Cancer Society Relay for Life team, 2013-2014.

Education: Harvard Business School Executive Education, 2012 ... Okanagan University College, 1997.

Personal: Born Kelowna, B.C. ... Married to Shane.

Blog/Twitter: www.jenniferwarawa.com, www.virgin.com/author/jennifer-warawa/ @jenniferwarawa



Mary Jo White
Chair, SEC

White's no-nonsense approach to regulation continues, with strong warnings about "creative" accounting and non-GAAP numbers, but at the same time, her commission is working to streamline reporting.

Career Highlights: Chair, Securities and Exchange Commission, 2013-present ... Chair, Litigation Department, Debevoise & Plimpton, 2002-2013; litigation partner, 1983-1990; associate, 1976-1978 ... U.S. Attorney for the Southern District of New York, 1993-2002; acting U.S. attorney for the Eastern District of New York, 1992-1993; first assistant U.S. attorney; chief appellate attorney, Criminal Division; assistant U.S. attorney for the Southern District, 1978-1981.

Other Affiliations: Fellow, American College of Trial Lawyers ... Past board member, Nasdaq ... Council on Foreign Relations.

Education: Columbia Law School, 1974, JD ... New School for Social Research, 1971, MA in Psychology ... College of William & Mary, 1970, BA.

Personal: Born 1947, Kansas City, Mo.



Sandra Wiley
President and shareholder, Boomer Consulting Inc.

Accounting's staff crunch is both a short-term crisis and a long-term problem, and Wiley is the go-to person for solutions to both, offering wise advice to firms and managers on hiring now, and then keeping those employees for the rest of their careers.

Career Highlights: To president and shareholder, Boomer Consulting Inc., 1995-present ... Vice president of human resources, FirstBank, 1989-1994 ... Financial analyst, First Interstate Bank, 1979-1988.

Other Affiliations: Author, *The Engaged Employee; The Journey Ahead: A New Roadmap to Collaboration in Your Firm* ... Chairman, CPA Consultants' Alliance ... Creator, The P3 Leadership Academy... Creator, CEO Advantage Program ... Team member, The Advisory Board ... Past committee member and marketing leader, Tech+ Conference Committee, AICPA ... Co-publisher, *Performance3* ... Board president, United Way of Riley County ... Youth director, Trinity Presbyterian Church.

Education: Friends University, 1990, BS Human Resources.

Personal: Born 1960, Stafford, Kan. ... Married to Doug ... Three children.

Blog/Twitter: www.thinkplangrow.net / @sandrawiley



Jennifer Wilson
Co-founder and owner, ConvergenceCoaching

Already influential from her work inside firms as a consultant, Wilson continues to expand her influence with new surveys and programs on issues that are crucial to the profession, as well as frequent speaking engagements and webinars.

Career Highlights: Co-founder and owner, ConvergenceCoaching LLC, 2000-present ... Co-founder and principal, Success Strategists, 1999-2000; 1995-1997 ... National director, Financial Solutions Group, BDO Seidman, 1997-1999 ... VP of sales and customer services, State of the Art Inc., 1989-1995 ... Regional sales manager, Pro Systems Inc., 1984-1988.

Other Affiliations: Founding member, CPA Consultants' Alliance ... New Horizon Group ... Past chair, Education Committee, AAM ... CPAFMA ... CPA Leadership Panel ... Digital CPA Planning Committee; past chair, Tech Committee, AICPA; Workload Compression Task Force ... American Marketing Association ... Society for HR Management ... AICPA ... Founding member and board member, ITA ... Board and youth leader, Episcopal Church.

Education: University of Nebraska, Omaha, 2002, BS Marketing ... Landmark Education, Curriculum for Living (Leadership/Communications), 1995-1996.

Personal: Born 1964, Hahn Air Force Base, Germany ... Married to Brian ... Three daughters.

Blog/Twitter: www.blog.convergencecoaching.com / @jenleewilson



Joe Woodard
CEO, Woodard Companies

Not content to sit back at the helm of his technology consulting and event empire, Woodard is always working to add new program perks, community improvements and innovative thinkers that challenge members to spark needed change at various levels of the network.

Career Highlights: CEO, Woodard Companies, 2003-present; host, Scaling New Heights, 2008-present; host, Woodard Network ... Intuit contracted writer, trainer and event producer, 2003-present ... Vice president of instruction, Sleeter Group, 2000-2003.

Other Affiliations: Intuit Premier Reseller ... Intuit Writer/Trainer Network ... QuickBooks ProAdvisor Program.

Education: University of New Orleans, 1997-1999, graduate studies in Accounting ... Mercer University, 1990, BA Classical Greek.

Twitter: @joewoodard



Candace Wright
Chair, PCC

As only the second person to head the council, Wright has a chance both to build on the work of her predecessor in serving the financial reporting needs of private businesses, and to leave her own mark in the area.

Career Highlights: Director, Postlethwaite & Netterville, 1995-present ... Accountant, Medi-Save Pharmacies Inc., 1983-1985.

Other Affiliations: Chair, Private Company Council, 2015-present ... PCPS Executive Committee, AICPA ... Financial Institutions Committee, Louisiana Society of CPAs ... Past president, Baton Rouge Chapter of CPAs ... Healthcare Financial Management Association ... Small Business Advisory Committee, FASB ... Board member, Baton Rouge Area Foundation; Adult Literacy Advocates.

Education: McNeese State University, 1983, BS Acctg. **Personal:** Born 1962, Baton Rouge, La.

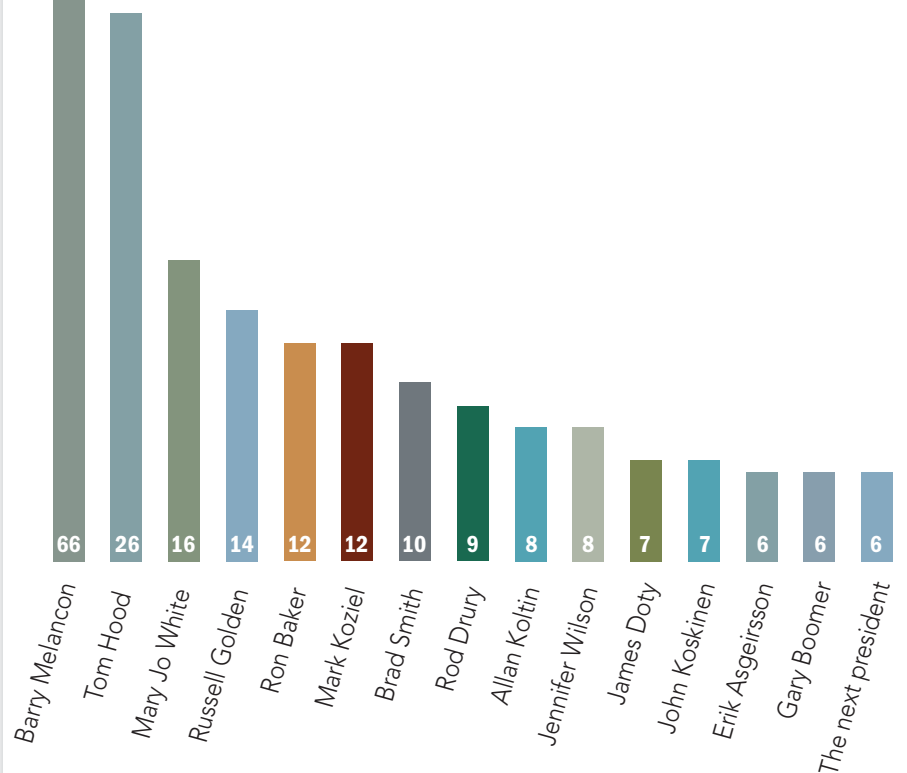
No, it's not an accident

Those of you with long memories (or excellent visual recall) may be wondering if this chart is exactly the same as last year's — and we can certainly understand the confusion, since it looks an awful lot like it, with a single huge spike on the far left, and a big dropoff after that.

But we can assure you that it's not exactly the same; in fact, there are a number of minor differences — it's just that American Institute of CPAs president and CEO Barry Melancon remains far and away the most influential person in accounting in the opinion of the candidates for our Top 100 list. Almost half of the 125 candidates who named their picks for the three most influential included him, citing his unparalleled knowledge of the profession, his vision for the future and his success in pursuing it, and his passion for accounting. To put that in perspective, the 125 respondents named over 130 different people from a wide variety of backgrounds as influential, so it's significant that so many agreed on Melancon. (Note that there are closer to 150 candidates for the T100 list every year; not every one submits a response.)

Maryland Association of CPAs chief Tom Hood kept his position as the second-most influential person in accounting, and he too was lauded for his long-term vision for the profession. Value pricing philosopher Ron Baker, Financial Accounting Standards Board chair Russell Golden and Securities and Exchange Commission chair Mary Jo White also kept their spots high on the list, as did peripatetic AICPA vice president Mark Koziel.

Perhaps the most interesting change was the rise in perceived influence of cloud accounting, with Intuit chairman and CEO Brad Smith more than doubling his number of votes from last year, while his rival, Xero founder Rod Drury almost tied him. The two represent the foremost competitors in a battle to be the leader in providing online accounting solutions to small businesses (and their most trusted advisors) — a competition that can only result in better software, and more people making the important move to the cloud.



Of 125 responses