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Redmond, WA

Aug. 29, 2007

40 Under 40 Honoree: Bob Lewis, CPA.CITP — 37

Senior Marketing Manager, Accounting Professionals, Microsoft Business Division,
Redmond, WA

EDUCATION: BS in Commerce in Accounting — Santa Clara
University

FAMILY: Wife Krista; Children Addison (3), and son Spencer
(1 1/2)

HOBBIES & INTERESTS: skiing, golfing, mountain biking &
traveling with his family

PROFESSIONAL AFFILIATIONS: AICPA Tech Section, Washington Society
of CPAs

**What's the one piece of technology that MOST helps you get through
your normal workday?**

“Laptop and smartphone — nothing else comes close. On the software
side, I use Outlook more than anything else by far. Collaborate, communicate
and document ... repeat.”

**What will be the biggest change over the next five years in the ways
tax and accounting firms operate?**

“Those professionals who truly view technology as a differentiator in
their practice and invest and implement it as a strategic tool will enjoy tremendous
efficiencies sharing data and work within the firm and with clients with a vast
improvement of the accuracy and completeness of that data. The combination of
software, web and mobile services working together will help forward-thinking

professionals increase productivity and profitability at a rate of two to three

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information,

training, support and other resources including the “Microsoft Professional Accountants’ Network” (MPAN), a new program tailored for accounting professionals to help them grow the profitability of their practices and support their critical role in helping small businesses meet their financial management needs.

As a CPA.CITP with more than 15 years of experience working directly with accountants, Bob has a deep understanding of the tools accountants need to help them succeed and to help them better service their small business clients. Bob’s time working with the accounting community includes time at Intuit supporting various QuickBooks products. He also spent five years at ADP marketing to small businesses and accountants. Bob’s deep experience and tremendous wealth of knowledge complements Microsoft’s commitment to supporting the critical roll that accounting professionals play in helping small businesses start, grow and thrive by delivering innovative software solutions and programs to meet their needs and the needs of their small business clients.

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Technology

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