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**40 Under 40 Honoree:** Mark Severance, MBA — 32

Director of Sales & Marketing, Arxis Technology Inc., Simi Valley, CA

**EDUCATION:** BS — The Master's College

**FAMILY:** Wife Jodi; Children Megan (6), Molly (4), Luke (2)

**HOBBIES & INTERESTS:** running, reading, spending time with family

**PROFESSIONAL AFFILIATIONS:** Information Technology Alliance (ITA); Current member of ITA Marketing Committee

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

"Several things come to mind: (1) Productivity — dual monitors.

I couldn't imagine working with just one and juggling many different applications, documents, e-mails, windows, etc.; (2) VOIP — provides an easy way to connect with folks working from home and remote offices; (3) Instant Messaging — similar to #2, an easy way to connect with colleagues across the office or in various states around the country."

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

"I believe the greatest change will be continued evolution of technologies that enable freedom and flexibility in accessing key data. With the combination of web-based portals, improvements in wireless technology and increased adoption of more sophisticated mobile devices, CPAs and technology consultants will be more capable than ever of working the way they want, when they want with the ability to provide better customer service than ever. Secondarily, a component

of this will be better/more secure document management solutions that utilize

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**to 40 Under 40 Honorees**

Technology

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