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Aug. 29, 2007

**40 Under 40 Honoree: Sasan Goodarzi — 39**

Vice President & General Manager, Professional Tax Business, Intuit, Inc., Plano, TX

**EDUCATION:** MBA — Northwestern University's Kellogg

School of Management; BS Electrical Engineering, University of Central Florida

**FAMILY:** Wife Shirin; Children Aryana (8), Pasha (2)

**HOBBIES & INTERESTS:** Running & snow skiing

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

"My BlackBerry."

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

"Most accounting firms get over 85 percent of their revenue from small businesses. Tomorrow's successful small business owners will be far more reliant on technology than their current counterparts. They will be more connected in a mobile world, market to customers in ways only imagined today, and blur the lines between the virtual and physical worlds as the hype surrounding today's technology becomes tomorrow's reality. This means accountants must be prepared to interact and communicate in very different ways than they do today with their customers. Anytime/anywhere access/connection will be a must."

**What Sasan's peers had to say about him:**

As Intuit's vice president and general manager of the professional tax products group, Sasan Goodarzi is responsible for helping define and develop

the next generation of professional tax preparation software and services for

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