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**40 Under 40 Honoree:** Teresa Mackintosh, CPA.CITP — 34

VP Strategic Marketing, Thomson Tax & Accounting, Dexter, MI

**EDUCATION:** MBA; BBA — University of Michigan

**FAMILY:** Husband Craig; Children Avery (3), Brooks (4 months)

**HOBBIES & INTERESTS:** spending time with husband and kids, University of Michigan football, running, cooking, leisure reading, drinking good wine

**PROFESSIONAL AFFILIATIONS:** AICPA, American Marketing Association

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

"My BlackBerry. It helps me stay in touch with all facets of my life no matter where I may be. You will need to pry it from my cold, dead hands!"

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

"As a profession, we need to continue to strive for increased productivity and profitability through the smart use of technology. Many times, we have used technology to automate or streamline an existing process — instead of changing the paradigm and looking for alternative ways to perform work. Technology

can also alleviate the exodus of women in the profession at top levels. The virtual work environment (remote access) enables professionals to balance their work and personal lives and still meet client demands. Fixing some of the short-term problems in the profession using technology will also help engage new generations

of professionals. More interesting work, tech savvy offices and ease of client

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publications. With more than 14 years of experience in the tax and accounting industry, Teresa has worked as a tax consultant for Price Waterhouse, been active in public speaking and educational seminars, and has risen to the rank of Vice President of Strategic Marketing at Thomson Tax & Accounting, Professional Software & Services.

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Technology

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