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Kim Hogan – 31

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What are the key areas of your firm that have seen the greatest change/challenge in

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them to bundle software access with their service offerings and provide their customers with an all-around better experience.

To what extent have you and your practice/company embraced cloud computing?

Intuit was in the cloud long before most accountants knew what cloud computing was. Since QuickBooks Online's initial launch back in 1999, accountants and small businesses have been able to manage the financials for their business online. Last November, Intuit made a bold move by completely redesigning the QuickBooks Online offering, unveiling an updated interface built on the newest technology, and leveraging the true power of the cloud – the ecosystem.

In what ways have you contributed to your firm/company to make it a better place?

One stride that I've seen Intuit take in the year that I've been onboard is with a big social push. From Brad Smith down, Intuit executives have jumped on the bandwagon by embracing social platforms. I recently attended the first ever global gathering for Intuit's Business Development Manager teams from around the world & there was a big emphasis on social selling. Some of my favorite conversations were one-offs with teammates from other countries asking me how I have managed to build my social presence. I'm proud to be looked at internally as a leader at Intuit when it comes to creating an online brand via various social channels.

In what ways do you participate in either the professional community or your local community to help others?

I'm extremely involved in the Information Technology Alliance (ITA) community, and have been since 2011. I've been serving on volunteer committees since my

second meeting, and last year took on a special role of spearheading a Vendor

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empowering women both inside the organization as well as in local communities. My first leadership role as part of the Core Team was to drive a coffee chat where I brought in a great friend & industry colleague, Gabby Luoma, to share with the group the successes and challenges of being a female business owner.

What major changes do you foresee in the accounting profession of the near future (3-5 years)?

We've already begun seeing it – but I'm confident much more Merger and Acquisition activity is in store for the profession. This is something that will affect practitioners and technology vendors alike, as both try to stay on top of what small businesses need. From a practitioner's perspective, the challenge will be in combining not just technology solutions, but also corporate cultures as well. For software partners, the key will be leveraging today's cloud technology to enable integration, data migration, and automation of as many of the manual processes as possible. Any time a vendor can prevent a customer from needing to start over, it's a win for today's technology providers.

How do you see yourself participating in shaping the future of the accounting profession?

I immediately think of September 2013's cover story, The Changing Face of Accounting & Technology, and the new frontier of accountants, consultants, and technology partners who serve them. We are all vital to the success of the profession, and I believe now more than ever, we have a dynamic where we all work together toward a common goal – to improve our customers' lives.

Another key area would be with succession planning. It's no secret that the

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Several years ago at an ITA conference I heard the term “work-life integration”. I immediately fell in love with the phrase because it's so spot on for me. There's an ongoing debate as far as whether it is best to separate work from play – sometimes taking it to extremes by having two profiles on a social network – or to lump them together. For me, I find that blending the personal & professional lines has enabled me to find simple pleasures in my sometimes-overwhelming career. There's no doubt I'm a workaholic, but between the late nights on the road and the long hours at conferences, there have been a lot of laughs and lasting friendships that make me say I not only love what I do, but love those with whom I work.

Not including your current employer, what company do you most admire and why?

While they don't make stilettos, I'll keep it in the footwear genre. Tieks by Gavrieli is a local Southern California-based ballet flat company who grabbed the national spotlight a few years back as one of Oprah's favorite things. They're still very much a small business and sell exclusively online via their website (www.tieks.com). Two reasons I admire them so much: 1. The Gavrieli Foundation partners with Kiva to contribute funds to women entrepreneurs in an effort to create opportunities for women, their families, and their communities. And 2. Something near & dear to my heart, their customer service. Not only do they offer a 100% satisfaction guarantee with free shipping/ returns, but each pair of shoes arrives in a beautifully wrapped blue box complete with a hand written note. If you only have one pair, you'll fail to see that upon coming back for more – they remember you. My second pair came with a note that read: “Thanks, Kim for coming back again – there's no better compliment than a customer ordering more...enjoy your new Mustard Yellow flats!” Oh, and a hand-written Christmas card too (I don't even get those from some of my family & friends)!

Describe one person who has been an important mentor to you and how that person

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Technology

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