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TECHNOLOGY

40 Under 40 Honoree: Amy Vetter, CPA, MBA – 32

Principal, Strategic Business Solutions, Daszkal Bolton, LLP, Ft. Lauderdale, FL

Aug. 29, 2006

Education – MBA, Nova Southeastern Univ.; BBA Univ.

Cincinnati

Family – Husband Rob; Two sons

Hobbies & Interests – Working out (including “Boot Camp,” yoga and running), taking her kids to all of their activities (piano, tennis, swim lessons & music classes), and spending time with family and friends.

Professional Affiliations – Florida Institute of CPAs;
Member of 2006 Intuit Speaker’s Bureau.

What peers, clients and friends say about Amy:

Amy is driven and hard working and is able to juggle an amazing amount of work (and two young children) while keeping family, work and community involvement balanced. She is knowledgeable in her subject matter and makes learning accounting and accounting software systems easier to understand. Amy is extremely dedicated to her profession and believes strongly in how her work can benefit clients in changing how they operate by becoming more profitable and efficient. Her family and friends know they come first and that they take priority over everything else that goes on in her life.

What technology or business process does Amy see affecting the tax and accounting profession in the next five years?

“Systems will become more and more integrated to reduce manual and duplicate entry. Since the systems are doing a better job of synching together, a good portion of the typical data-entry work will be eliminated when preparing financial reporting. Better technology will cause firms to become more paperless than they are now. This will change the classic way of accounting firms generating as much paper as possible to show work has been completed and being in the office during typical business hours. Remote access and wireless capabilities will continue to change how everyone works within their own firms and with their clients. It will facilitate accountants to work smarter and more efficiently, and not have to be in the physical office to meet deadlines. Remote access also helps accountants to be more involved with their client’s operations on a real-time basis throughout the year, rather than waiting for a ‘shoebox’ of information at the end of the year. Additionally, by technology facilitating less data entry, more clients will be computer literate and generating their own financial data on their own accounting systems. This will force accountants to set themselves apart by providing more value-added analysis when completing work for clients than just providing what was expected in the past as the deliverable. Accountants will have to gain more knowledge of information technology and how it impacts their clients’ business processes and internal controls to stay competitive.”

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