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## TECHNOLOGY

# 40 Under 40 Honoree: Tracy Gaspardo Mortenson, CPA, JD– 35

Executive Editor –State Tax, for CCH, a Wolters Kluwer business, Riverwoods, IL

Aug. 29, 2006

**Education** – BS Accounting, Univ. Illinois; JD, Georgetown Univ.

**Family** – Husband Michael; sons Lucas 4, Mitchell 3.

**Hobbies & Interests** – Painting, tennis, reading/writing, traveling, chasing mischievous toddlers, lamenting over the Cubs.

### **What peers, clients and friends say about Tracy:**

Tracy's previous experience as both a tax attorney and senior tax consultant at a big accounting firm provide her with the perfect insight into customer's needs because she was one. She understands the workflow of her customers and strives to help them reach greater levels of efficiency and productivity. This perspective, combined with her natural enthusiasm and intellect make her a charismatic and innovative leader who has led various new product and product enhancements ideas that will benefit professionals.

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

“From a publishing perspective, we see the next five years as a journey towards deeper integration, increased customization and greater automation.

The old publishing models are being turned on their heads. Rather than developing discrete packages of information and then offering those packages to our customers, our customers are now kicking off the development process and dictating what type of content they need and what form they need it in. In the relatively near future, I believe automatic online retrieval systems based on current web-crawling technology will work behind the scenes to do computation and research tasks performed manually today thereby freeing the accountant up to focus on higher value tasks.”

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