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Education – BA Economics, UC San Diego

Hobbies & Interests – Golf, volleyball, travel.

What peers, clients and friends say about Will:

Will is devoted to helping small businesses and their accountants, and he really sets himself apart by bringing an additional skill set in relationship development to the development of programs that aid accounting professionals and small businesses.

He is an enthusiastic and driven leader who sets a high bar for himself, while assisting others to reach as high.

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

“With the advent of electronic tax filing and outsourcing of tax preparation, accountants have an opportunity to offer much more value to their clients beyond meeting a tax return deadline. Optimizing the return to save their clients more and providing business consulting services to help their clients improve their bottom line are ways to strengthen client relationships and add significant value to their consulting services.”

[Return to 40 Under 40 Honorees](#)

Technology

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