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Aug. 29, 2007

**40 Under 40 Honoree:** Glen Keenan, CPA — 36  
President, Xpitax LLC & XCM Solutions, LLC, Braintree, MA

**EDUCATION:** BS Accounting — Boston College

**FAMILY:** Wife Kathleen & three children (ages 7, 5 & 1)

**HOBBIES & INTERESTS:** Golf, fishing, family

**PROFESSIONAL AFFILIATIONS:** AICPA, Massachusetts Society of CPAs, Boston College Technology Counsel

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

“The ability to access my work remotely, using Citrix or a Terminal Server, is an important productivity and life balancing tool for me. Accessing applications and files remotely enables me to be productive while on the road visiting clients or attending industry events, or from home so I can participate in my children's school and sporting activities. We designed XCM workflow software as a hosted application to give CPA firms the same freedom to work remotely or in virtual teams.”

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

“To attract and retain younger talent, firms cannot afford to ignore the next generation's desire to have greater flexibility in how they work in order to achieve more balance in their lives. To that end, firms must embrace technology that will enable a virtual team environment, comprised of full-time professionals working from home or on the road, as well as outsourced professionals

working in another state or another country. Important technology tools that

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proponent of outsourcing, Glen worked with his colleagues at XpitaX to develop the XCM workflow software, helping to launch both XCM Solutions and a new important category of software for the accounting industry in its quest to achieve the paperless environment.

From his own experiences at the Boston offices of RSM McGladrey and Deloitte in his early career, Glen has an acute understanding of the challenges facing CPA firms with the talent shortage looming in his generation and those that follow. He views outsourcing and particularly technology adoption as critical steps for firms hoping to overcome this challenge by creating greater efficiencies, a more comfortable work environment for tech savvy younger professionals, and a truly virtual team structure — taking pressures off in-house talent by reassigning non-value-driving work. To this end, Glen continues to be a thought leader on workflow automation and outsourcing, educating the market with best practices learned from clients over the past five years.

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Technology

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