

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Aug. 29, 2007

40 Under 40 Honoree: Sasan Goodarzi — 39

Vice President & General Manager, Professional Tax Business, Intuit, Inc., Plano, TX

EDUCATION: MBA — Northwestern University's Kellogg

School of Management; BS Electrical Engineering, University of Central Florida

FAMILY: Wife Shirin; Children Aryana (8), Pasha (2)

HOBBIES & INTERESTS: Running & snow skiing

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

"My BlackBerry."

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

"Most accounting firms get over 85 percent of their revenue from small businesses. Tomorrow's successful small business owners will be far more reliant on technology than their current counterparts. They will be more connected in a mobile world, market to customers in ways only imagined today, and blur the lines between the virtual and physical worlds as the hype surrounding today's technology becomes tomorrow's reality. This means accountants must be prepared to interact and communicate in very different ways than they do today with their customers. Anytime/anywhere access/connection will be a must."

What Sasan's peers had to say about him:

As Intuit's vice president and general manager of the professional tax products group, Sasan Goodarzi is responsible for helping define and develop

the next generation of professional tax preparation software and services for

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Return to 40 Under 40 Honorees

Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved