

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: Tracy Gaspardo Mortenson, JD — 36
Executive Editor, CCH, a Wolters Kluwer business, Riverwoods, IL

EDUCATION: BS Accounting — University of Illinois; JD
— Georgetown University Law Center

FAMILY: Husband Michael; Sons Lucas (5) and Mitchell (4)

HOBBIES & INTERESTS: painting, tennis, reading/writing,
traveling, wiping noses & getting juice

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

"There are actually two pieces of technology that I could not live without. The first is my BlackBerry. The other day, I responded to a customer, approved a hiring and revised a presentation, all from the bleachers at my son's Little League game. My BlackBerry not only allows me to be more efficient, but it helps in my struggle to maintain the work-life balance that is precious to us all. My second lifeline is CCH@Hand. Through the CCH@Hand console, I can perform tax research without any interruption to my daily workflow. I can search multiple sources — Google, my desktop, TRN and key industry websites — without leaving the PowerPoint or Word document I am creating, and then easily integrate my search results into my work product. We're all looking to maximize efficiency, and CCH@Hand is an invaluable partner in this effort."

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

"We will see an even greater reliance on technology as firms struggle to respond to staffing shortages caused by the impending demographic shift.

As baby boomers retire, there will be a need to recruit, hire and train at a

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

Thank you for visiting our website. We are currently accepting applications for our 2024 Under 40 Honorees.

What Tracy's peers had to say about her:

Tracy's previous experience as both a tax attorney and senior tax consultant at PricewaterhouseCoopers provide her with the perfect insight into customer's needs because she was one. She is often a clear, practical voice of direct experience when we are developing products or enhancing existing lines. This perspective, combined with her natural enthusiasm and intellect make her a charismatic and innovative leader.

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