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**Have you embraced cloud computing for your practice? Are you moving your clients to the cloud?** I am and have always been a strong proponent of cloud computing and have been supporting this technology delivery model since the day I started working with the CPA profession. The notion of software as a service and infrastructure as a service are compelling on so many levels. Cloud computing allows for anytime anywhere accessibility, robust security, disaster recovery, and tremendous cost savings for a firm that truly embraces this model. Thinking of technology not as products but as a service is without question the future for our profession and others. By example, our suite of holistic tax compliance and workflow solutions are entirely cloud-based.

**On a broader scale, how do you see new technologies changing the accounting profession in the near term (3-5 years)?** I see true end-to-end tax process solutions as dramatically improving the efficiency of tax practices throughout the world, especially in some of the largest public accounting firms. There are a number of critical technologies between compliance and workflow solutions that once stitched together more seamlessly, can squeeze significant hours out of the tax process.

From a client collaboration perspective, I see the evolution of tablets and firm branded apps as the next wave of client portal technology. While client portal technology becomes more adopted, the presence of a firm branded app for a client will become the next wave of client collaboration. I also see more advanced portal technologies specifically geared for corporate and partnership tax return processing which have different requirements than that of individual tax return portals.

Lastly, I see data gathering, data management and data analytic technologies as the next wave of technology to provide dramatic impact on the tax process. These data management technologies will drive and feed the compliance tools thereby

transcending to today's "forms based" model, especially in the world of corporate tax

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individuals and teams regardless of geography and improving productivity due to a higher level of personal interaction. To complete the mobile picture, I have setup a dedicated home office and spend a few days per week working from home which also goes hand in hand with improving my work-life balance.

**Have you found business success via social media, either via recognizable ROI, new customers, marketing or networking?** Absolutely. I use Linked-in not only to network but also to participate in group forums and discussions which have led to increased levels of business activity. I also use Linked-in for recruiting.

**What single piece of technology do you find the most important in your professional life?** I find my webcam to be the most important technology because it allows me to maintain a personal connection with remote colleagues which is important as a global technology company. I am able to see the faces of my colleagues all over the globe and my direct reports as well within the continental US. I feel this type of human interaction is essential to maintain close relationships and maximize productivity when you are collaborating across departments that are located in different locations.

**Not including your current employer, what company do you most admire and why?** Without question I would have to say Apple because of its ability to transform itself. A company once 90 days from bankruptcy, Apple reinvented itself and continues to change the game with its innovative consumer products. While I have always been a Microsoft and PC advocate, I have become infatuated with Apple's technologies including its AppleTV and iPhone – and most recently the iPad. For a company that had a significantly inferior market position to Microsoft in its core market to literally transform itself, innovate and create brand new markets is absolutely mindblowing to me.

**What brand/model mobile phone do you use?** iPhone 5

**Do you use a tablet for work purposes? Yes, iPad.**

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