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What are the key areas of your firm that have seen the greatest change/challenge

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centralize sales/marketing effort. — Currently offering software implementation and support services on 5-6 cloud products as a leading partner.

In what ways have you contributed to your firm/company to make it a better place?

I have established solid infrastructure for Adaptive Insights practice team, started with 3 pilot people, now 8 implementers and dedicated sales/marketing team. The practice requires unique skillset (embracing public/corporate accounting experience combined with system skills and in-depth logical skills), and offering this unique position to the firm as well as candidates created broader career development opportunities to all.

In what ways do you participate in either the professional community or your local community to help others?

Engaged in various social media groups, specifically for Adaptive Insights users and partners and share my knowledge as well as offer help when needed.

What major changes do you foresee in the accounting profession of the near future (3-5 years)?

Emerging global markets – international operations are no longer perceived as large-company's operations only. Understanding cultural and social aspects of foreign countries as well as international/country-specific accounting provisions will be one of the key success factors.

How do you see yourself participating in shaping the future of the accounting profession?

One of the strengths in engaging cloud-base system practice is that there is virtually

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why.

No specific company in mind, however any place that appreciates new ideas and challenges and provide necessary supports.

Describe one person who has been an important mentor to you and how that person helped change your life.

Matt Armanino – Shared his experience about career change from law practice to COO of public accounting firm. This helped me decide my career path change from Auditor (6.5 years) to Consulting practice.

Read more about this [year's 40 Under 40 Honorees](#).

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