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**TECHNOLOGY**

# Roy Keely, 2014 40 Under 40 Honoree

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VP of Market Strategy, **Xcentric**

Alpharetta, GA

**To what extent have you and your practice/company embraced cloud computing?**

We have completely embraced the cloud! So much so, we have staked our whole company on it. We are a cloud provider to the accounting profession, and a majority of our revenue comes from our clients moving to our cloud.

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

I am a driver and I am restless. This combo has an equal opportunity to create chaos (and it has at times), but it's largely a positive in a business where obstacles are many and the market is highly competitive. I have yet to lose my energy after 9 years at Xcentric and have been able to drive change organizationally, tweak products & services, and change the way we sell and market.

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

As the next generation of leaders take their seat at the table, I envision firms taking a more technology-centric approach to client service and marketing. Borders will begin to fall and specialized firms will run a leaner office environment with more and more people operating from markets around the world/country all made possible by the migration to cloud computing.

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

While I am neither a technologist nor an accountant, I have an opportunity to be a bridge of communication and vision across the two unique professions. I hope to continue to provide tangible steps that allow firms to take advantage of the leverage technology provides their practice.

**What is your career philosophy?**

Take work home. Take home to work.

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

Rusty Gordon, an Atlanta based entrepreneur, decided to take time out of his busy schedule to meet monthly while I was in my mid-20s. This was an interesting season for me as I was just starting to learn what it meant to be a person of character in a fast-paced business environment. He always listened, provided tangible vision, and never acted like he had all the answers. I learned from his humility and leadership and look to do the same with ‘other young bucks’ in a world where traps of success are everywhere.

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

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