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## Roy Keely

VP of Market Strategy

**Xcentric**

Alpharetta, GA

### Q&A:

1. Aside from the accounting websites, which blog/website do you consider a must-read?

- McKinsey's Blog/Articles – A go-to for knowing what 'big thinkers' are thinking. <http://www.mckinsey.com/featured-insights>

- Seth Godin – The master of cliché, yet his truisms continually pour

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### **3. In what ways do you participate in your local community to help others?**

- A couple of things:
  - **I pay taxes** – I see people playing in parks and driving on good roads amongst other things, and I helped contribute to those projects. It's not always fun to see my hard earned dollars leaving my pay check, but I do realize (most of the time) the good it can accomplish.
  - **Child care at my church** – I have 2 kids under 2...I love dropping them off when I go to church knowing they are taken care of, but the people behind the curtain wiping noses and other things are crucial to the organization and its thriving. So I threw my name in the hat and try my hardest to wrangle 1st and 2nd graders while teaching them a thing or two.

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

- I foresee as little change as possible, because that's what the professionals inside the profession want. This is not a bad thing per say. The cloud, mobile, staffing, and security will continue to dominate the headlines, and I foresee various solutions and vendors rising to the surface to address those needs. Yet, the real story is the lack of change a profession will go through over the next 5 years while many other professions/industries are rocked and turned upside down. It's really quite interesting to think about the resilience and the 'sameness' of the accounting profession.

### **5. • 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

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in the simple, understated things of this world rather than the trappings of success. *"An adventure is only an inconvenience rightly considered. An inconvenience is only an adventure wrongly considered."*

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