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Blake Oliver

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In 2011, I started an online bookkeeping service called [Cloudsourced Accounting](#). My partners and I had the explicit goal of disrupting the business models of traditional CPA firms and freelance bookkeepers. As a completely virtual firm, we were early adopters of [Xero](#) and other cloud-based accounting tools such as QuickBooks Online, Bill.com, and Expensify. Within three years, we had a team of twelve, serving about 200 customers across the United States. In 2015, Cloudsourced Accounting merged with [HPC](#), a virtual CPA firm based out of Atlanta, Georgia, and I joined HPC as Director of Technology and Marketing. I then worked for Xero before joining [Armanino LLP](#) as a Manager on the [Outsourced Finance & Accounting](#) team.

In my spare time, I curate a weekly newsletter called [Cloud Accounting Weekly](#). It's a free resource to accountants, bookkeepers, small business owners, and developers. Each week I share the best cloud accounting links I come across with my readers. It's my hope that the knowledge I'm sharing inspires others to take the leap and build a business they can be proud of.

Favorite influencer(s) (authors, bloggers, mentors, speakers, etc.)

These are a few of my favorite people in no particular order:

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conference

- [Guy Pearson](#) – Building an amazing app called [Practice Ignition](#)
- [Sholto Macpherson](#) – Editor of [Digital First](#)
- [Karen Reyburn](#) – Master of marketing for accounting firms at [The Profitable Firm](#)
- [Seth David](#) – This guy knows literally all the apps
- Scott & Patti Scharf – The e-commerce accounting experts at [Catching Clouds](#)
- [Caleb Newquist](#) – Editor of [Going Concern](#)
- [David Leary](#) – Cloud accounting ecosystem evangelist
- [Heather Smith](#) – Author of [Xero for Dummies](#)
- [Jeff Maddux](#) – The “[Lifestyle Accountant](#)” redefining the career path of a CPA
- [Gene Marks](#) – The most prolific CPA writer on the planet?
- [Geni Whitehouse](#) – Makes boring subjects like accounting and technology interesting

[Steph Hinds](#) – Shaping the future of small businesses in Australia at [Growthwise](#)

[Read about the other 40 Under 40 Honorees for 2017.](#)

Accounting

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