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**ACCOUNTING & AUDIT**

# **Blake Oliver – 2017 40 Under 40 Honoree**

Aug. 22, 2017



## Blake Oliver

**Age:** 34

**Employer:** Armanino LLP

**Title:** Manager, Consulting

**City/State:** Los Angeles, CA

**Website:** <http://www.blakeoliver.com>, <http://www.armaninollp.com>

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:

- [Ron Baker & Ed Kless](#) – Telling it like it is on [The Soul of Enterprise](#)
- [Jason Blumer & Greg Kyte](#) – Making accounting fun and funny on the [Thrivecast](#)
- [Chris Hooper](#) – Reinventing the accounting firm over at [Accodex](#)
- [David Barrett](#) – Reinventing expense reports at [Expensify](#)

- [Amy Vetter](#) – Balancing business and bliss at [Xero](#)
- [Wayne Schmidt](#) – Educating the industry over at [Karbon](#)
- [Bruce Phillips](#) – One of the original cloud accountants and owner of [HPC](#)
- [Clayton Oates](#) – Thought leader and the guy you want to hang out with at every 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](#)

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

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