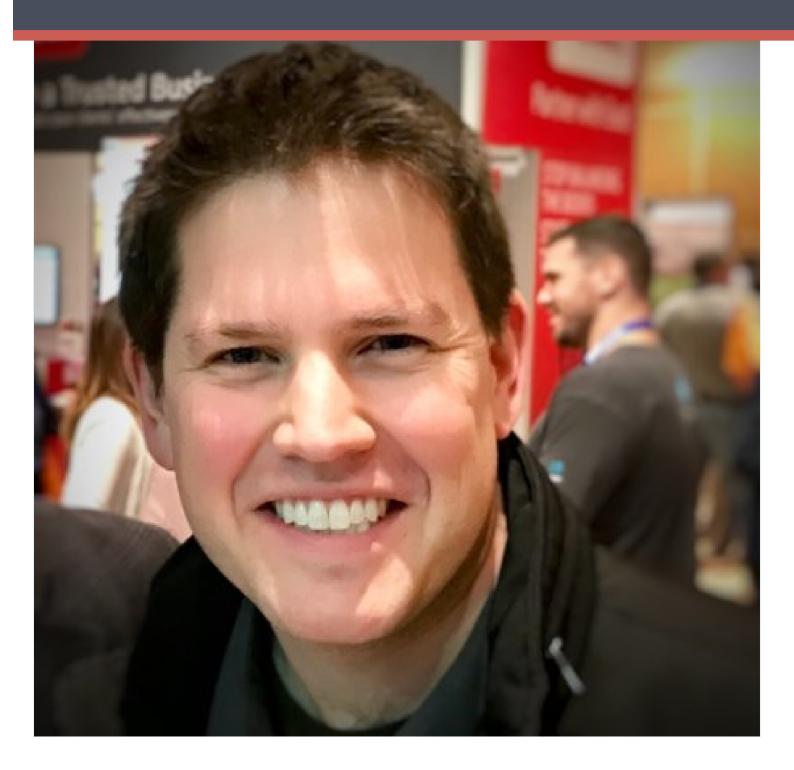
CPA Practice **Advisor**

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us



Blake Oliver

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

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:

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

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

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE

Sponsors.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us