

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



**Ariege Mishherghi**

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

### **Career highlights.**

I love accountants and have a passion for helping them succeed. Accountants are honest, forthcoming and so enthusiastic about helping their small business clients. Their passion is my passion. It is what drives me and my teams to build and deliver products and services that help accountants better serve their small business clients so they both prosper and grow. Over the last nine years, I've had the privilege to be involved in several innovations for accountants. Two I want to highlight:

1. The launch and continued improvement of QuickBooks Online Accountant (QBOA), which helps accountants manage all their clients and their firm to ensure nothing falls through the cracks; and
2. The ProAdvisor Program, which helps accountants improve their knowledge of how our products work through free education and certification as well as the special product discounts for themselves and their small business clients.

### **Favorite books/websites/speakers that you find influential**

I love reading books but recently I find that I gravitate more to magazines and podcasts. Magazines I read include Inc and Fast Company. Podcasts I listen to include Masters of Scale, Stuff You Should Know and TED Radio Hour.

### **What websites/magazines do you use to keep up on news of the accounting profession?**

While I do follow magazines and websites to keep up on news (*CPA Practice Advisor*, *Journal of Accountancy*, *Accounting Today*), I learn the most when I listen to the

conversations people have on social media about topics that affect them. That's

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

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.

© 2024 Firmworks, LLC. All rights reserved