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**Ben Richmond, CA**

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led the country's national growth and spearheaded Xero's global agriculture strategy. Ben was instrumental in launching Xero's Farming in the Cloud solution, a catalyst for an industry to come together around how technology can transform productivity in farming. In 2017, Ben moved to Denver to become a part of the Xero Americas leadership team. Ben served as the Vice President of Business Growth and was recently appointed Country Manager of the United States where he oversees a team leading Xero's growth channels across the country.

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

#### **Books:**

- The Hard Thing about Things by Ben Horowitz
- Emotional Intelligence 2.0 by Travis Bradberry, Patrick Lencioni and Jean Greaves
- Good Boss, Bad Boss by Robert I. Sutton

#### **Podcast:**

WorkLife with Adam Grant

#### **Websites:**

- Forbes
- Inc.

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

- CPA.com
- Accountingtoday.com

- [Accountingweb.com](https://Accountingweb.com)

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