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up dozens of finance & accounting functions and has helped raise over \$200 million in funding for clients across the globe. These experiences taught Martin how to take accounting information to the next level as a true business advisor, quantifying the financial metrics, KPIs, and all the moving pieces needed to tell the story of where a business has been and where it's going.

The learnings have now been combined into Jirav.com (winner of *CPA Practice Advisor's* 2019 Accounting Technology Innovation Award), as the dream tool for today's modern accounting & finance professionals looking to scale their practices, drive results with financial advisory, and grow their financial forecasting, reporting and analysis capabilities.

Favorite books/websites/speakers that you find influential: Elon Musk, Edward Tufte, Neil Degrasse Tyson. My favorite blog about everything in life is WaitButWhy.com

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

- Cloud Accounting Podcast
- Proformative
- My LinkedIn Network

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