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Will Lopez, MAcc – 2020 20 Under 40 Honoree

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representing 600+ firms and practices Nationwide.

In addition, I have been honorably featured in Forbes, Business Insider, and Fast Company, and I occasionally release op-eds through Accounting Today (<https://www.accountingtoday.com/author/will-lopez>). Before Gusto, I founded AdvisorFi, a modern cloud-based accounting firm that empowered both clients and accounting peers to leverage digital transformation to the benefit of the profession – also built browser-based tech that integrated with modern software to differentiate our practice and solve firm workflows.

Favorite books/websites/podcasts/speakers:

- Book – The Creative Curve (by Allen Gannett) https://www.amazon.com/dp/1524761710/ref=cm_sw_r_cp_awdb_imm_t1
- Podcast – Future Firm Accounting Podcast (by Ryan Lazanis) <https://podcasts.apple.com/us/podcast/future-firm-accounting-podcast/id1477887968>
- Speaker – Rod Drury (CEO of Xero). Website – Mashable.com

[See all of the 2020 “40 Under 40” honorees.](#)

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