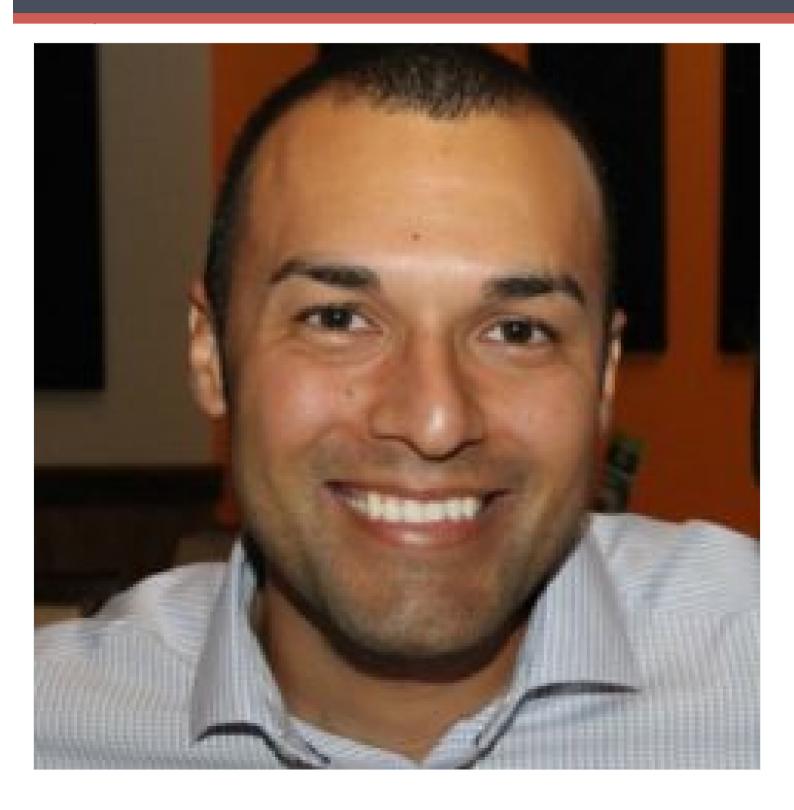
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Will Lopez, MAcc – 2020 20 Under 40 Honoree

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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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