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**Jackie Meyer, CPA, MSA, CTS, CCA – 2021 40 Under 40 Honoree
(Doctoral Candidate)**

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thousands of accountants for free in her facebook group called "Accounting Firm Influencers", coaches other accountants via yourcca.com, and released a tax planning SaaS software called TaxPlanIQ! Her team of over dozen span virtually from North Carolina to Hawaii. This is her fourth year being recognized in 40 under 40 which she is so honored by. Why are we here if not to give back!

What are you doing to make a difference in the profession, your community, the world? In addition to mentoring others in her free facebook group called "Accounting firm influencers", she offers complimentary CPE to accountants on leadership and tax planning. 10% of TaxPlanIQ sales automatically go to charitable causes. Jackie is also the head of the auction committee for her local school board and believes strongly in education, pursuing a doctorate of strategic leadership herself. Mental health is important to Jackie, so she speaks on leadership best practices to relieve the stressors of running an accounting firm. As a world traveler, she also gives back to global charities in person during travel with family.

Favorite books/websites/podcasts/speakers/bloggers: E-myth, 4 hour workweek, daring greatly, Start with the why, boundaries. Growing your firm podcast. Accounting Firm Influencer facebook group.

What do you like best about the accounting profession? We live in a world of many unsolvable problems, but taxes is not one of them. I love maximizing tax strategies and solving problems as an accountant!

[See all of the 2021 "40 Under 40" honorees.](#)

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