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Matthew Martin, CPA – 2021 40 Under 40 Honoree

Director, Cannabis Advisory Services

Citrin Cooperman

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- Being promoted to Manager and passing the CPA Exam in the first three years of my career
- Being nominated to the CalCPA Board of Directors
- Becoming President of the LA Chapter of CalCPA
- Being asked to join the Diversity Equity & Inclusion Commission at CalCPA
- Being featured on the cover of CalCPA Magazine and writing an article on servicing the cannabis industry
- Helping to develop a new practice group in Cannabis Advisory Services
- Routinely invited to speak at the Cannabis Industry Symposium

What are you doing to make a difference in the profession, your community, the world?

From the time I passed my CPA exam, I knew I wanted to give back to the profession. My goal has always been to make things better for the next generation. Early on in my career, I was advised that in order to be promoted I would need to train my replacement; as such, this has led me to always prioritize staff development. My work with CalCPA has always been focused on helping the local community of young accounting professionals grow and develop.

Favorite books/websites/podcasts/speakers/bloggers that you find influential:

- Ron Baker & Verasage Institute <https://www.verasage.com/>
- Darren Root & E-Myth Accountant
- Gay Hendricks The Big Leap
- Simon Sinek
- Amber Setter

What do you like best about the accounting profession?

I love the fact that you can be industry agnostic and work with a variety of different

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