#### **CPA**

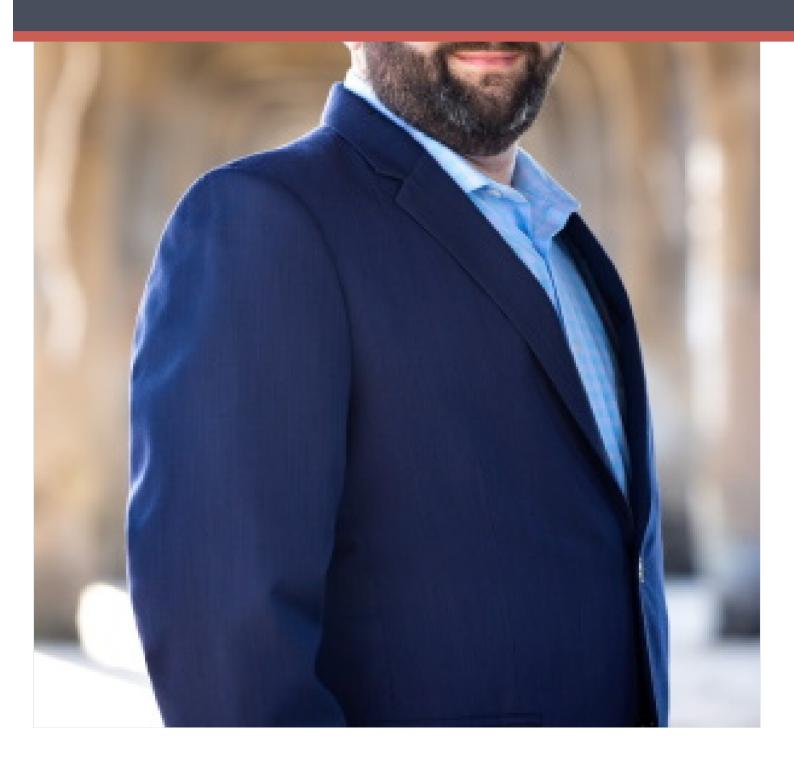
# Practice **Advisor**

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us



## Matthew Martin, CPA – 2021 40 Under 40 Honoree

Director, Cannabis Advisory Services Citrin Cooperman Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

- 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

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Accounting • Advisory • Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved