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Shalin (Shawn) Parikh, CPA – 2021 20 Under 40 Top Influencer

Founder and Chairman of Entigrity

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With over 15+ years of experience he spearheaded the company operations, forging the foundations of Entigrity that works closely and exclusively with the accounting community. Shawn's strategic vision and leadership lead to the expansion and diversification of Entigrity in several areas over the years. Shawn understood numerous staffing related challenges plaguing the accounting community.

Shawn has been actively involved in many accounting community events and forums and voicing his thoughts on various subjects in accounting industry, some of them are

- Remote Working & Offshore Hiring for Accounting firms
- Practice Management & Development
- LinkedIn Marketing for Accountants
- How offshoring can bring multi-dimensional transformation change in Accounting practices.
- Subscription based pricing key to scale.
- How to implement MRR(Monthly Recurring Revenue) in Accounting firms
- Integrating CFO & Advisory services for Accounting firms
- How Data Analytics is going to be the future for Accounting firms.
- CAAS (Clients Accounting and Advisory services) Implementation in Accounting firms
- Build a 60% net margin Client Accounting Service Business
- CAS & Advisory Practice services for accounting firms

Shawn is also a co-founder of myCPE. myCPE is Online Continuing Education Platform. Today this platform has 250,000+ members and is a rapidly developing Continuing Education platform in the United States and Canada and approved for 50+ Designation globally.

Favorite books/websites/podcasts/speakers/bloggers:

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- Blue Ocean Shift Beyond Competing

Podcasts:

- How to Implement Subscription Based Pricing for Accounting Firms.
<https://www.youtube.com/watch?v=Y1jLX7zGUYo&t=25s>
- How To Run Your Accounting firm Like a SAAS Business | Monthly Recurring Revenue. <https://www.youtube.com/watch?v=n7gjC1H1VYI&t=100s>
- Successfully Integrating Your Offshore and Onsite Teams.
<https://youtu.be/ro75sUYWEc4>
- How Offshoring Staffing Solves 70% of Your Problems. <https://youtu.be/RU9Y3Ef-uus>
- How Pandemic has changed the Stigma on Offshore Hiring of Accounting Firms.
<https://youtu.be/SJX1Jc3cPfc>

Influencers:

1. Peter Lynch
2. Warren Buffett
3. Shark Tank
4. Rajiv Bajaj
5. Sudha Murty
6. Rob Nixon

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

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