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Blake Oliver, CPA – 2021 20 Under 40 Top Influencer

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fascinated by technology, so when QuickBooks Online and Xero came to market, I became an early adopter. Seeing the potential of the cloud to revolutionize outsourced bookkeeping, I built a virtual, cloud-based accounting services firm with Xero at the core. I was fortunate to sell that business in 2015 to Aprio Cloud. From there I jumped into the software world as a product marketer at FloQast, then later as the head of marketing for Jirav. This year I set out on my own again to build [Earmark CPE](#), an app that offers CPE for listening to podcasts. I continue to host the [Cloud Accounting Podcast](#), a weekly news roundup at the intersection of accounting and technology that is also the most popular podcast for accountants and bookkeepers in the world.

Favorite books/websites/podcasts/speakers:

There are so many! But here are a couple that are top of mind: I follow [Megan Lewczyk on Instagram](#). She's putting out great tips for CPA candidates on a weekly and even daily basis. And I'm a fan of [Jason Staat's YouTube channel](#). He does great videos about accounting and technology. Follow them both!

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

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