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## **Greg O'Brien, CPA, CTS – 2022 40 Under 40 Honoree**



**CEO**

**Anomaly CPA**

[www.anomalycpa.com](http://www.anomalycpa.com)

Greg started GO CPA LLC in the Fall of 2018 with a vision to scale a fully remote firm (before it was cool) and provide a concierge experience to clients, focusing on cloud accounting and advanced tax planning vs pure compliance work. (The firm rebranded to Anomaly CPA in the spring of 2023.) Over the past 4 years, Greg has helped scale the firm nationally and has been a mentor and advocate for younger accountants taking a non-traditional route of starting firms at an early stage in their career. With a mindset of being the “anomaly” in a crowded industry, the GO CPA team looks to provide transformational client experiences.

- 2022 Best Firms for Technology Award
- 2021 Concierge Accounting Firm of the Year
- 2020 National Finalist – Tax Planner of the Year from AICTC
- Grown a 100% virtual firm alongside John Malone from 1 to 25 people in less than four years with employees across the USA

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

Greg enjoys joining various online accounting communities to assist other firm

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