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Liz Mason, CPA, MSIM – 2022 40 Under 40 Honoree



CEO & Founder
High Rock Accounting
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Liz Mason is a serial entrepreneur, a giant nerd, and an involved accounting vanguard. She is CEO and Founder of [High Rock Accounting](#), [Rebel Rock](#), and [Phantom Lab](#). Before diving into entrepreneurship, Liz worked as a Tax Manager for international accounting firms RSM McGladrey and Grant Thornton. In these roles, she worked on large consolidated multi-state compliance projects, and advised clients in immense merger and acquisitions deals, public company income tax provisions, strategic planning, and state and local tax arbitrage strategies. Liz holds dual bachelor's degrees in Accounting and Finance from the University of Nevada, Reno with Summa Cum Laude distinction. She also has a master's in Information Management from Arizona State University.

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

Liz spends a significant amount of her time giving back to the accounting community. She publishes regularly, speaks at conferences, and drags, pushes, and pulls accountants' mindsets into the technologically enabled future. Liz believes our

profession is amid a revolution and volunteers her time to share her experience at the

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