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five separate metrics, each of which is weighted according to its perceived value.

Maureen Salahshoor • Nov. 09, 2022

Rank		Player	Power Score
1.	▲ (3)	 <div>Kim Bryant CPA Kim Bryant is a CPA specializing is working with small businesses, helping them save on taxes and increase their wealth.</div>	46
2.	▲ (5)	 <div>Jason Staats Tax, finance &amp; automation for entrepreneurs Also yes the guy from the Zapier commercials</div>	46
3.	▼ (2)	 <div>Travis Raml, CPA I'm a Solutions and Growth focused CPA with over 20 years of accounting, tax, consulting (advisory + CFO) exp. My ultimate goal is to help clients achieve New Levels of Growth, Profits, &amp; Wealth.</div>	45
4.	▲ (12)	 <div>Nicole Davis Wife to 1, mom to 5 and CPA to many   Speaker   Listed as a Must-Follow Tax Twitter Account For 2021 and 2022   #homecook #indiepharmacies #smallbiz</div>	45
5.	▲ (10)	 <div>Brian Streig, CPA CPA focusing on tax planning, compliance, start-ups &amp; entrepreneurs. Plus tweets about Austin, TX, food and my puppy. He/Him</div>	45

“If you could not work in this industry, what profession would you pursue?” was the question we posed to our network of accounting professionals. We found the answers to be both entertaining and enlightening, giving us the opportunity to learn more about this dynamic cohort. Be sure to check out some of the reactions below.

Here are some highlights from the latest Top 100...

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*"The award recognizes 10 professionals who are under 40, and more emerging as future leaders in the profession, and 20 who are leading the development of technology, education or services that enhance the profession."*

In addition to the 40 under 40 award, it is Katie's impressive leap of 281 spots this week on the leaderboard that took her from #370 to land in the Top 100 at #86 that made us sit up take notice.

Keep up the momentum, Katie! We are honored to have your continued participation in the Top 100 Leaderboard!

**Leading the pack:** Charles Kroll, CPA [@charlespkroll](#) had the largest advance this Leaderboard release of 369 spots, from #407 to land at #38!

**Newest to the Leaderboard:** Joining the Leaderboard in October 2022, Luke Templin ([@luke\\_templin](#) on Twitter) is the Founder, Virtual CFO, and Coach at A2 Advisors. Welcome, Luke!

Check out this week's Leaderboard here: <https://www.rise.global/accounting-top-100/r/2699300>

## Social Reactions

I started out as a teacher. Now I teach accountants  
Teaching allows me to help others. [#AccountingTop100](#)

— Jeremy Stephens ([@J\\_Stephens\\_CPA](#)) [November 9, 2022](#)

Ironically after graduating in 1989 I was told not to be an accountant. 10 years later I ended up in tax & accounting software. Since then I have been

embedded in the accounting profession in software, and loving every day –

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[pic.twitter.com/oDRlJKvaR3](https://pic.twitter.com/oDRlJKvaR3)

— Kathy Grosskurth (@KathyGrosskurth) [November 9, 2022](#)

Thank you again, [@avalara](#), for including me in the [#AccountingTop100](#)! It is always great to keep sharing insights with the [#accounting](#) profession.

If I wasn't in this industry, I'd be in any industry that will allow me to be a client of professional [#Accountants](#)! <https://t.co/fDAPRTSaS8>

— Hitendra R. Patil (@HitendraRPatil) [November 9, 2022](#)

Thank you [@avalara](#) for nominating me for the [#AccountingTop100](#). The Accounting Top 100 Social Media Leaderboard ranks accounting professionals based on their overall presence, influence, and engagement on social media platforms

cc: [@CPAcanada](#) [@CPA\\_Ontario](#) <https://t.co/evyugG7LDe>

— Anthony Scaffeo, CPA, CA (@scaffea) [November 10, 2022](#)

**How the leaderboard works:** The Accounting Top 100 social media leaderboard uses an algorithm that scores and ranks users based on five separate metrics, each of which is weighted according to its perceived value. These five metrics are calculated every two weeks and combined to form a Power Score: a 1-100 value based on Rise.Global's Relative Scoring Method. This Power Score determines a user's rank on each new leaderboard release.

Want to see yourself rank even higher?

Remember, a new leaderboard with updated rankings is generated every two weeks,

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