The top 100 most influential people

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The Top 100 People: Masters of their own universe

ALMOST EVERYONE AT SOME TIME OR ANOTHER HAS glanced at, or at least heard of, the mammoth two-volume Who’s Who in America, and no doubt wondered what comprises the criteria for inclusion in that 6,000-page vehicle.

While Accounting Today’s Top 100 Most Influential People feature is roughly 40 years younger and not nearly as ponderous as Who’s Who, similar questions surrounding the barriers to inclusion have probably entered your thoughts a time or two.

And probably far more often after publication.

However, the parameters of influence in the accounting profession have changed since the infancy of the Most Influential almost 20 years ago. New practice segments, positions, technologies, work paradigms and demographics have evolved to the point where a person who might have been considered a shoo-in for a slot in this century elite circa 1998-2001 may not have necessarily warranted a second look when compiling the current edition.

Nonetheless, this year’s Top 100 Most Influential, as in previous years, represents the same caliber of power brokers and changemakers you’ve come to expect, if not necessarily coming via the traditional route.

And though the candidates may change, our selection process does not. Every year it seems the list of potential influencers grows larger, but unfortunately, there remains room for only 100 finalists.

And thus, with a proven formula of analysis and veteran editorial judgment, the staff of Accounting Today begins the process of whittling down a daunting list of potentials to one we feel represents the profession’s Masters of the Universe, so to speak.

As in the past, there are certain to be some surprise additions — as well as subtractions — and we once again include the well-received “Ones to Watch,” a list of people who will definitely bear closer scrutiny in the coming year, as many ultimately will end up as Top 100 members.

So without further delay, the staff of Accounting Today is honored to present the 2011 class of the Top 100 Most Influential People in Accounting as they continue to master their own universe.

— The Editors
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SurePrep, LLC 17890 Skypark Circle, Suite 100, Irvine CA 92614
Robert Attmore
Chairman, GASB
With standard-setting for companies hogging all the headlines, it’s easy to forget the enormity of reporting that falls under Attmore’s purview — to say nothing of the steady stream of standards, proposals and long-term plans GASB produces to render government accounting more transparent and useful to citizens.


Other Affiliations: Board of Advisors, Masters in Public Administration, Indiana University-Purdue University Indianapolis; Certified Governmental Accounting and Auditing Professional, California CPA Education Foundation; Partner, McFarland & Associates, San Francisco.

Education: Villanova University, 1973, BS.

Personal: Born 1945, Kearney, N.J. ... Married ... Two children.

Ron Baker
Founder, VeraSage Institute
The widely acclaimed “dean” of value pricing for professional services, Baker has spent over a decade lecturing and writing what he hopes will be the epitaph of the billable hour and timesheets — and his efforts look like they will be bearing fruit, with more and more firms exploring different ways of charging clients.


Other Affiliations: California Society of CPAs ... Group of 100, AICPA ... Professional Pricing Society ... Author, Implementing Value Pricing: A Radical Business Model for Professional Firms; Mind Over Matter: Pricing on Purpose; Measure What Matters to Customers; Professional’s Guide to Value Pricing; The Firm of the Future, Burying the Billable Hour, Taking the Timesheet, You Are Your Customer List; Faculty, Professional Pricing Society; Cato Institute ... Heritage Foundation ... American Enterprise Institute ... Foundation for Economic Education ... Competitive Enterprise Institute.

Education: University of Utah, 1987, Ph.D ... Indiana University, 1982, MBA ... Augustana College, 1979, BA.

Personal: Married five, Sioux Falls, S.D. ... Married to Kathie ... Two adult children.

Jon Baron
President, Professional, Thomson Reuters Tax & Accounting
Through all the recent re-organizations going on at his employer, one thing has remained constant: Baron’s dedication to providing tools that make tax and accounting professionals more productive — as most recently evidenced by the mobile technologies they’ve

Career Highlights: Professor of accountancy, Boise State University College of Business and Economics ... Assistant/associate professor, University of Montana, 1990-1999 ... Postgraduate intern, FAKR, 1984-1985 ... Staff accountant, Deloitte & Touche, 1979-1980.

Other Affiliations: Board of directors, Idaho Society of CPAs ... Columnist, Accounting Today.

Education: University of Utah, 1987, Ph.D ... Indiana University, 1982, MBA ... Augustana College, 1979, BA.

Personal: 1956, Sioux Falls, S.D. ... Married to Kathie ... Two adult children.
The most important issue confronting the CPA profession currently is capability leadership. Effective leaders make the difference between mediocrity and highly successful practices. — Jay Nisberg

Change is the most important issue, in two main areas. First, the amount of change to accounting standards that is imminent and the standard-setting structure in the United States is another area undergoing change. — John Veihmeyer

Joanne Barry
Executive director, NYSSCPA

Barry has injected some much-needed energy into one of the country’s largest state societies, overhauling its internal systems and business models, listening to members and building partnerships with CPA firms, pushing forward on mobility, and playing an active role shaping legislation and keeping members apprised of the results. All that activity seems to be paying off: Membership is up for the first time in five years. 


Other Affiliations: Certified Association Executive ... Trustee, AICPA Foundation ... Board member, New York Chapter, International Association of Business Communicators ... Past national chair, AICPA Public Relations Conference ... Public Relations Society of America ... American Society of Association Executives ... Board member, Family and Children’s Services (N.J.).

Education: New School for Social Research, MS — Montclair State University, BA.

Personal: Born 1955, Jersey City, N.J. — Married to Edward ... Three sons.

Not enough partners named Bob or Jim. — Caleb Newquist

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Education: New School for Social Research, MS — Montclair State University, BA.

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Education: New School for Social Research, MS — Montclair State University, BA.

Personal: Born 1955, Jersey City, N.J. — Married to Edward ... Three sons.
Gary Boomer
CEO, Boomer Consulting
Few people in the accounting industry are unfamiliar with Boomer Circles or Gary himself. Boomer is a mainstay, particularly among top-tier firms, for thought leadership and advanced best practices, helping firms gain the insight they need to continue to grow and remain profitable. He has also been a mentor to a new generation of consultants, including Sandra Wiley and his own son, Jim.

Career Highlights:
- Co-founder, CPA Education Partners
- Past board member, AICPA
- Past board member, GOED
- Past board member, CPA Foundation
- Past board member, Center for Audit Quality
- Past board member, CAE Foundation

Other Affiliations:
- Executive Director, AICPA College of Practice Excellence
- Board member, Center for Audit Quality
- Board member, Private Company Council
- Board member, AICPA Foundation
- Board member, AICPA College of Practice Excellence
- Board member, AICPA Foundation

Education:
- University of Iowa, 1979, BBA in Accounting
- University of Iowa, 1981, MA in Business Administration

Personal:
- Born 1954, Salt Lake City, UT
- Married to Linda Melcher
- Two children.

Jim Bourke
Partner, WithumSmith+Brown
Rare is the accounting-focused technology event or discussion that doesn't involve Bourke, whether as a participant or a frequently cited expert. He has moved far beyond the partner role at his firm, championing the CITP credential, as well as technologies that he strongly believes firms of all sizes need to take advantage of. He plans to continue this knowledge sharing as the incoming chairman of the AICPA's Tech+ Committee.

Career Highlights:
- Partner, member, and manager, WithumSmith+Brown, 1987-2018
- Co-founder, IT Solutions Group, 1998-2018
- Chairman, AICPA's Tech+ Committee, 2018-2021

Other Affiliations:
- Past president, New Jersey Society of CPAs
- Past member, New Jersey CPA's Life and Disability Committee
- Past member, New Jersey CPA's Technology Communities

Education:
- University of San Diego, 1982, BA in Accounting

Personal:
- Born 1956, Kansas City, MO
- Married to Julia
- Two adult children.

Marc Busny
President, AAM
One of Busny's first duties as the AAM president-elect was to announce the new co-location of the AAM Summit with the AICPA Practitioners Symposium and Tech+ Conference next year. The collaboration will bolster the marketing association’s reach and underscores the group’s expanding level of technical innovation.

Career Highlights:
- Managing director and chief marketing officer, Ernst & Young, 1997-present
- Vice president, Tax and Finance, PricewaterhouseCoopers, 1988-1993

Other Affiliations:
- Board member, AICPA Foundation
- Board member, AICPA's Ethics and Conduct Committee
- Board member, AICPA's Technology Community

Education:
- University of Utah, 1982, BA in Business Administration

Personal:
- Born 1956, Kansas City, MO
- Married to Joanne
- Three children.

Stefhen Chipman
CEO, Grant Thornton
There was no "sophomore jinx" for Chipman in his second year as head of one of the largest firms of the U.S. In addition to deploying a strategy of market concentration, Chipman readied the firm for a major global repositioning effort scheduled for the fall.

Career Highlights:
- Chief executive officer, Grant Thornton, 2010-present
- CEO, Grant Thornton China Management Corp., 2006-2009
- Senior managing partner, Grant Thornton, 2004-2006
- Managing partner, Grant Thornton, 1998-2004
- Partner, Grant Thornton, 1989-1998

Other Affiliations:
- Board member, AICPA IT Executive Committee
- Past chair, AICPA's Technology Community

Education:
- University of California, 1982, BA in Business Administration

Personal:
- Born 1961, Princeton, NJ
- Married to Karen
- Two children.
Other Affiliations: Chairman, Sage Acqupe Business Partner Advisory Council ... Past chair, AICPA IT Executive Committee ... Past board member, Information Technology Alliance ... Council, California Society of CPAs ... Past president, California CPA Education Foundation, 2000-2001 ... Member and past chair, CalCPA State Technology Committee ... Associate instructor, K2 Enterprises.

Education: University of California, 1982, BA Economics.

Personal: Born 1959, Binghamton, NY ... Married to Michelle ... Two children.

Twitter: @gldoonsk


Other Affiliations: American Law Institute ... American Bar Association ... State Bar of Texas ... Houston Bar Association ... International Institute for Securities Market Development ... Past member; Legal Advisory Board, National Association of Securities Dealers.

Education: Yale Law School, 1969, LLB ... Harvard University, MA in History ... Oxford University, 1964, AB (Rhodes Scholar) ... Rice University, 1962, BA in History.

Personal: Born in Houston.
Barry Friedman
CEO, BizActions
Everyone talks about using technology to keep in touch with clients, but Friedman has actually made it possible, with a Web-based platform that gives firms of all sizes access to 21st-century marketing techniques. Small wonder Biz-Actions sends out over 4 million newsletters and e-mails each month.


Other Affiliations: AICPA ... CEO, HomeActions (for real estate professionals) ... Past adjunct professor, Loyola College Executive MBA Program ... Founder, GeoCom.

Education: Leosyla College, 1980, MBA.

Personal: Born 1941, New Haven, Conn. ... Married to Barbara ... Four children.

Blog/Twitter: http://bitblog.bizactions.com/blog/ 

J. Russell George
Treasury Inspector General for Tax Administration
Frankly, we can’t keep up with J. Russell George. His IRS watchdog’s countless carefully analyzed reports and recommendations delve into every aspect of the tax agency’s operations — even to the point of recently analyzing the effectiveness of the other IRS watchdog, the Taxpayer Advocate.

Career Highlights: Treasury Inspector General for Tax Administration, 2004-present ... Inspector general, Corporation for National and Community Service, 2002-2004 ... Staff director and chief counsel, House Government Management, Information and Technology Subcommittee, 1995-2002 ... Law practice, Krammer, Levin, Nathans, Nessen, Kamin & Frankel ... Associate director for policy, Office of National Service, White House ... Assistant general counsel, Office of Management and Budget ... Assistant DA, Queens County District Attorney’s Office.

Education: Harvard University Law School, JD ... Howard University, BA.

Personal: Born in New York City.

Jeff Gramlich
President, CCH Small Firm Services, A Wolters Kluwer business
Charged with helping small firms aware that CCH has essential tools to help them conduct their business, Gramlich continues to elevate the brand name and its products for sole practitioners, tax preparers and moderate-sized firms. His division is laser-focused on its user base and regularly delivers new technology to serve them.


Other Affiliations: CITP ... AICPA ... Texas Society of CPAs.

Education: University of Arkansas, 1982, BSBA Accounting.

Personal: Born 1960, Fort Smith, Ark. ... Married to Mary Beth ... Three children.

Twitter: @jeffgramlich

Larry Gray
Government Liaison, NTP
Gray has a wealth of experience in all things related to tax, as a practitioner, a speaker, an educator, an advisor on tax policy, and as a highly-respected and frequently consulted representative of the practitioner community.


Other Affiliations: Government liaison and past president, National Association of Tax Professionals ... Modernized e-File 1040 Executive Steering Committee, IRS Electronic Tax Administration Advisory Committee, member, IRS Advisory Committee, Office of Professional Responsibility Subgroup ... Past president, Missouri State Board of Accountancy ... Past member, Computerized CPA Exam Committee, AICPA ... Enforcement Practice Committee, NASBA ... Instructor, National Society of Accountants ... Instructor, Missouri Society of CPAs ... Contributing editor, Annual Income Tax Book, University of Illinois.

Education: University of Missouri, 1977, BA.

Personal: Born 1955, Salem, Mo. ... Two adult children.

Blog/Twitter: www.facebook.com/acgcpa / @acgcpa

Angie Grissom
Executive VP and CCO, The Rainmaker Consulting Group
With one of the fastest-rising profiles in strategic planning consulting, training and continuing education circles, Grissom has become a regular on the speaking and presenter agendas of many of the profession’s major gatherings.


Other Affiliations: Vice president and board member, ASWA Music City Chapter ... National Speaker’s Association ... Institute of Management Consultants ... MarkTrends Committee, AAM ... Teacher, Grassland Heights Baptist Church ... Volunteer, Grassland Elementary School.

Education: Middle Tennessee State University, 2012, MBA (in process); 2000, BBA

Personal: Born 1977, Nashville, Tenn. ... Married to Chadwick ... Two children.

Blog/Twitter: www.twittermakeracademy.com / @anggissom

Sen. Orrin Hatch
R-Utah
Since taking on the top GOP spot on the Senate Finance Committee, Hatch has co-led a series of hearings on tax reform while pushing for lower taxes on flow-through businesses, and for repeal of the health care reform law and its 1099 reporting provisions, along with changes in

Private standards
With the Financial Accounting Foundation considering the creation of a new board to set private company accounting standards, we asked the Top 100 how likely they thought it was that we’ll see separate standards in the near future. They saw it as everything from inevitable to extremely unlikely — with a third group wanting something entirely different.

As chair of the Blue Ribbon Panel, I am very hopeful we will see change consistent with the panel’s recommendations. But given the lack of openness by the FAF in the last six months about what they have done and plan to do, it is very unclear to me where they are headed.

— Rick Anderson

If the FAF listens to the perspectives of users, preparers and the CPA profession and their letters — 100 percent.
— Tom Hood

Differential standards will most likely be the rule within three years. Note disclosures will be dramatically reduced and esoteric calculations like stock compensation, goodwill and derivative accounting will be limited.

I think it is highly likely, as there are really no realistic options. Private business does not have the resources to adopt IFRS, and will continue using U.S. GAAP and on a modified U.S. GAAP.

— Troy Waugh

The Blue Ribbon Panel recommendations should be adopted and we are closer than ever before in the 30+ year history of this issue. But it is essential that firms that serve the private companies of the U.S. write to the FAF now and that they engage clients as well as users to write.

— Barry Melancon

I think it is very likely. … I believe that the final result is yet to be determined and that it will be a compromise and willing to emerge as a hybrid of a completely separate board scenario. As an example, it could possibly evolve as a subset/sub-board of the current FASB.

— Loretta Doon

The recent FAF discussions imply that the creation of a new board may be unlikely. A middle-ground position, that I believe may occur, would be adding new members to the existing board that are given autonomy/authority on private company matters.

— Ken Bishop
I think most people believe that the accounting for public and private companies should be based on the same principles. However, many people think there should sometimes be differences in the way those principles are applied, or in the level of detail that needs to be provided, by private companies. In order to determine when differences are warranted, I strongly believe that the profession needs an agreed-upon framework, so that we do not end up with ad hoc standards that diverge over time.

— Leslie Seidman

I believe a number of issues will need to be resolved before the FAF can make a decision on how to proceed. For example, if the SEC decides to move in the direction of IFRS, consideration should be given to IFRS for SMEs.

— Barry Salzberg

I think a more practical approach is to focus on reducing complexity for all companies, as well as looking at differential footnote disclosures, which has preceded in the reporting arena.

— Jack Weisbaum

The creation of a new board seems unlikely. It’s looking more and more like we’re going to tweak the system that we have today.

— Ralph Thomas

How likely any of this is remains to be seen. We have the SEC weighing IFRS adoption, which would mean the end of U.S. GAAP, yet we’re talking about a modified GAAP for private companies since the Blue Ribbon Panel did not consider any IFRS-based approaches to resolving this issue.

— Joanne Barry

I don’t think we will see a separate set of standards, but we will see differences/cave-outs/exemptions for private companies within existing GAAP.

— Judith O’Dell

[It is] about as likely as Grover Norquist is to support any tax policy ideas put forth by President Obama.

— Caleb Newquist

I think it totally unlikely. Those advocating this change have no clue as to what they are trying to accomplish, other than a vague notion that they can reduce compliance costs. What they don’t seem to comprehend is that issuing financial statements without information content will not create much benefit for anyone.

— Paul Miller

how states can spend unemployment taxes.


Other Affiliations: Co-chair, Board of Visitors, Federalist Society. — Board member, U.S. Holocaust Memorial Museum.

Education: University of Pittsburgh Law School, 1962, JD. — Brigham Young University, 1949, BA History.


John Hewitt
Founder and CEO, Liberty Tax Service
Having seen his tax preparation chain grow strongly while rivals like H&R Block stumbled and Jack- son Hewitt filed for Chapter 11 bankruptcy, Hewitt has earned the right to speak out on issues that are critical to tax practitioners, like tax preparer registration and efforts to stifle refund anticipation loans.


Other Affiliations: Co-founder of two international hunger relief organizations, Stop Hunger Now, Run For Food.


Tom Hood
CEO and executive director, MACPA
Hood harnesses his vast social media reach to promote new programs, like the strategic thinking program he co-developed that is now used by the AICPA Leadership Academy, state-based CPA leadership programs in Utah and Maryland, and the 16 workshops he ran in eight cities to crowd-source ideas about the profession’s future for the AICPA’s forward-thinking Horizons 2025 initiative.


Other Affiliations: President and CEO, Business Learning Institute Inc. — Past president, CPA State Executives Association. — Board member, Shared Services LLC. — Member, CPA Advisory Committee, AICPA, CPA Horizons 2025. — Former member, Special Committee on Mobility, Special Committee on Enhanced Business Reporting; past chair, CPA Vision Project. — Co-chair, Board of Directors, State Societies Network Inc. — American Society of Association Executives. — World Future Society. — Finance Committee, McDonough School.


Personal: Born 1959, Baltimore. — Married to Sharon — Three boys.

Blog/Twitter: www.cpasuccess.com / @tomhood and @macpa

Hans Hoogervorst
Chairman, IASB
The former Dutch minister of sport is supposed to bring diplomatic and political, rather than technical, chops to the helm of the global standards-setter — hence the high profile given to the very technical new vice chair, Ian Mackintosh — but Hoogervorst is not a complete novice, since he’s also served as a market regulator and finance minister in The Netherlands, and has been steeping in accounting standards for the past year.


Education: Johns Hopkins University, 1983, MA in Advanced International Relations. — University of Amsterdam, 1981, Master’s in Modern History.


Pascal Houillon
President and CEO, Sage North America
After ten years as head of Sage France, Houillon is primed to help take North America to a level he had become familiar with in Europe. Armed with a grand vision of a unified corporate message and a massive rebranding initiative, he is looking to have his company and products become more relevant to the accounting community here as well.


Other Affiliations: Past vice president, Syntec (French software and IT association).


Personal: Born 1962, Lyon, France. — Four children.

Andrew Hult
President, NCCPAP
With so many challenges facing CPA practitioners — from a flood of new laws and regulations, including tax preparer registration, to the dismal economy and the changing nature of public practice — Hult’s members need NCCPAP’s educational and advocacy efforts, and its influence on policy-makers, more than ever.


Randy Johnston
Executive vice president and partner, K2 Enterprises
There are only a handful of notable technology gurus for the accounting industry, and year after year Johnston remains at the top, spending the better part of
his year as a teacher, speaker and mentor, and making technology relevant and relatable to accounting professionals at all levels.


Education: Western Washington University, postgraduate ... James Madison University, postgraduate ... University of Central Oklahoma, postgraduate ... Wichita State University, 1981, M.S ... Kansas State University, 1977, B.S Computer Science ... Hutchinson Community College, 1975, AA CS.

Personal: Born 1955, Hutchinson, Kan. ... Married to Pam ... Four children, two grandchildren.

Blog/Twitter: www.randyljohnston.com / @rjohnston

Rita Keller
President, Keller Advisors
Keller is well known for her broad- casted-research-after-ideas on firm management through many channels, including her blog and Twitter stream, while keeping up a busy schedule of speaking at prominent accounting events — fitting for someone who consults on rapid change.

Career Highlights: President and founder, Keller Advisors LLC, 2008-present ... Shareholder and chief operating officer, Brady Ware CPAs, 1978-2008 ... Consultant, author and speaker, 1990-present.

Other Affiliations: Planning Committee, AICPA Practitioners’ Symposium & Techs ... Member Services Council, Ohio CPA Society ... New Horizon Group of CPA Consultants ... Past board member and national president, Association for Accounting Administration; co-founder, Ohio Chapter; past president, Indiana Chapter ... Advisory Board, CPA Practice Management Forum; AICPA Seasonality Success Newsletter ... Columnist, CPA Practice Management Forum.

Education: St. Mary of the Woods College.

Personal: Born 1946, New Paris, Ohio. ... Married to Darrell ... One son, two grandchildren.

Blog/Twitter: http://ritekeller.com/blog /@cpamangement

Roman Kepczynk
Director of consulting, Xentric
A frequent speaker and well-known consultant on accounting firm technology, Kepczynk literally wrote the book on going paperless, and now takes up a position at cutting-edge hosted firm services vendor Xentric, where he will be even better placed to guide accountants into the future.


Other Affiliations: Advisory Board, AAA, 1994-present ... Past member, PCPs Executive Committee, AICPA, past chair, IT Executive Committee, past chair, Top Technologies ... Columnist, CPA Technology Advisor, CCH Journal of Practice Management, AAA Advisor.

Education: Arizona State University, 1994, BS Accounting.

Personal: Born 1961, Berlin ... Married ... Three children ... Ironman triathlete; training to race across the Grand Canyon in October.

Allan Koltin
CEO, Koltin Consulting Group
After re-organizing his company earlier this year and divesting its publishing arm, the ubiquitous Koltin now concentrates his efforts on his top areas of expertise — M&A, where he broke some of the year’s biggest unions, succession planning, partner compensation and executive search.


Other Affiliations: Founding member, The Advisory Board ... Publisher/author, Successful Mergers & Acquisition Strategies: CPA That Sell, How to Market a Consulting Niche ... Past board member, Outreach Partners International; NACVA; H&R Block Business Services Group; Association for Accounting Marketing ... Editorial Advisory Board, CPA Practice Management Forum; Law Firm Management.

Education: University of Wisconsin, 1982, BS Accounting.

Personal: Born 1969.

James Kroeker
Chief accountant, SEC
When the commission finally makes its decision later this year on what to do about adopting IFRS, it will likely be Kroeker who’s responsible for spearheading it — and explaining it to the profession.


Education: University of Nebraska, 1992, BS Accounting.


Taylor MacDonald
Vice president of channels, Intacct
After joining the company a little over a year ago to head up channel recruitment, MacDonald has already been largely responsible for not only reseller expansion, but the company’s exponential growth over the same period. A veteran vendor partner builder, MacDonald has managed to add top-tier VARs as well as accounting firms of all sizes.


Other Affiliations: Board, Information Technology Alliance ... Past board member, Southeastern Software Association.

Education: Yale University, 1977, BS.

Personal: Born 1955, Dallas ... Married to Cindy ... Four children.

Blog/Twitter: @taylormac

Ivan Mackintosh
Vice chairman, IASB
Mackintosh puts the “glob” in “global standards” — having come half-way around the world from a regulatory position in Oz to head up standard-setting in the U.K., he recently took up the newly important position of vice chair at the IASB, with the aim of adding technical know-how to new chair Hans Hoogervorst’s political savvy.


Other Affiliations: Member, IASB Standards Advisory Council, 2001-2004 ... Chair, Public Sector Committee, IFAC, 2000-2003 ... Steering Committee, International Organization of Securities Commissions, 2000-2002 ... Fellow, University of Canberra ... Institute of Chartered Accountants in Australia ... Fellow, CPA Australia ... Chartered Institute of Finance and Public Accountability.

Eric Majchrzak
Marketing and communications director, Fred Maxick & Battaglia
Always the early adopter, this year Majchrzak became the first representative of a CPA firm to test Twitter’s new promoted Tweets platform in beta. Under his guidance, Fred Maxick was also one of the first firms on the QR code bandwagon, integrating the technology with their marketing efforts and leveraging it into two iPhone application sponsorships.

Career Highlights: Marketing and communications director, Fred Maxick & Battaglia CPAs, 2003-present ... Senior advertising administrator, Fleet Capital Corp., 1999-2003 ... Creative, Copley Media, 1995-1999 ... Eric Dillon Co., 1992-1995 ... Other Affiliations: Academic Council ... Faculty, Accounting ... Partners, Merger & Acquisition ... Past partner ... Past president ... Other Affiliations: BS Business Administration ... Personal: Celestina becca ... Blog/Twitter: @fmeden

Jim Walker
Chairman, Walker, McCandless
Walker has been a staunch proponent of promotion and marketing for CPA firms for years, and started an online forum to continue the battle to promote IFRS, which is set for a decision later this year.

Career Highlights: Partner, WMB, 2009-present ... Executive vice president, AICPA ... Front of the line senior executive, AICPA ... Member, IFAC, 2000-2003 ... Member, Australian Accounting Standards Board, 2003 ... Chair, Australia’s International Committee on Accounting Standards, 2003-2008 ... Member, International Organization of Securities Commissions, 2000-2002 ... Fellow, University of Canberra ... Institute of Chartered Accountants in Australia ... Fellow, CPA Australia ... Chartered Institute of Finance and Public Accountability.

Educational background: University of Illinois at Urbana-Champaign, 1974, BS Accounting.

Personal: Married to Becca ... Two children.

Blog/Twitter: @freedmaxick

Other Affiliations: Board member, Association for Accounting Marketing; AAM Branding Task Force — Instructor, Accounting Today Institute — iShade Faculty — Leading Edge Alliance — Cost Segregation Partners — Founding member, Upstate New York Merger & Acquisition Council — Planning Committee for Pathways to Entrepreneurial Success Forum — Past editor, Open Directory Project (DMOZ).


Blog/Twitter: www.freedmaccareers.com/blog/
@freedmaccpacs

Krista Mc Masters
CEO, Clifton Gunderson

One of the profession’s highest-ranking female executives, Mc Master has, since 2010, helped engineer some eight mergers, including one with U.S. Tax Advantage, which greatly bolstered the firm’s expertise in international tax services.


Education: University of Illinois at Urbana-Champaign, 1978, BS Accounting.


Barry Melancon
President and CEO, AICPA

Though his travel schedule makes George Clooney’s in Up in the Air look tame by comparison, the long-time chief of the 370,000-member institute has been at the forefront in the battles to promote IFRS, sustainability, and separate reporting standards for private companies, and against tax-patient strategies — and laid the groundwork for an international credential for management accountants.


Education: Nicholls State University, 1983, MBA, 1978, BS.

Personal: Born 1958, Houma, LA. — Married to Parry. — One son.

Jim Metzler

Jim Metzler

President of small firm interests, AICPA

The institute’s reliable point man for small firms, the affable, widely respected Metzler has become the AICPA’s traveling advocate on issues and legislation that potentially impact the thousands of small CPA practices across the nation.


Other Affiliations: Past president, Buffalo Chapter, New York State Society of CPAs — Council of Accountancy, C'anisius College — Advisory Council, Association for Accounting Marketing — Outside Board, Perry’s Ice Cream Co.

Education: Canisius College, 1972, BS Accounting.


Paul Miller
Professor of accounting, University of Colorado at Colorado Springs

Miller and fellow Accountancy Today columnist Paul Bahson have been at the forefront of the effort to stop the adoption of IFRS in the U.S. — or at least to have an actual debate about it. It’s hardly a surprise that he’s taken a strong stand, as Miller has been a passionate advocate of better standards for years, in these pages and elsewhere.


Education: University of Texas at Austin, 1971, Ph.D Accounting — Rice University, 1968, BA Accounting, 1967, BA Economics.

Personal: Born 1945, Des Moines, Iowa. — Married to Diana. — Three children, five grandchildren.

Robert Moritz
Chairman and senior partner, PwC

Moritz is looking to position the Big Four firm for the future, with strategic acquisitions like the recent merger with consultancy PRTM, and a strengthened focus on training and building the firm’s next generation of leaders.


Education: State University of New York at Oswego, BS, 1985.


Zach Nelson
President and CEO, NetSuite

SaaS-based ERP may be a relatively new concept to some, but Nelson and his company are veritable veterans in the field. Under his charge, the company has achieved a global reach and moved up-market to compete with mid-market products, as well as gaining notice from top CPA firms who call NetSuite a partner.


Other Affiliations: Board member, NetSuite — Patient holder.

Education: Stanford University, MA, BS.

Personal: Born 1961, Omaha, Neb. — Married to Elizabeth. — One daughter.

Caleb Newquist

Caleb Newquist

founder, Going Concern

You might suspect that we put accounting news blogger Newquist in the T100 so he’ll stop saying the list is boring — and you wouldn’t necessarily be wrong. But he’s also here because his Going Concern site has become a major source of news, analysis and inside dirt on the world of public accounting, building a strong community from the trenches of the large audit firms.


Other Affiliations: Adjunct professor, Community College of Denver.

Education: Colorado State University, 2003, MS… University of Nebraska at Kearney, 2002, BS.

Personal: Born 1979, Ord, Neb.

Blog/Twitter: http://goingconcern.com /@going_concern @10keytramp

Jay Nisberg

Jay Nisberg & Associates

One of the veteran mainstays on the Top 100, “Dr. Jay” is now in his fifth decade of providing time-tested consulting services to CPA firms and organizations in the areas of mergers, partner summits and succession planning.


Education: Pacific Western University, Ph.D., Business Administration… Detroit College of Law, MA/Ph.D. Combined Program, 1970, ABD — non-degree program, 1968, Labor Relations Training… University of Buffalo, 1968, BA Social Sciences.

Personal: Born 1946, Buffalo, NY. — Married to Sally. — One child.

Grover Norquist

Grover Norquist

President and founder, Americans for Tax Reform

Having convinced politicians around the country to sign his group’s pledge never to raise taxes, Norquist has firmly set some of the most important terms in the ongoing debate over tax reform and deficit reduction.

Financial Reporting Committee, 2007-present ...
Blue Cross/Blue Shield of Iowa, 1971-1972.
Touche Ross & Co., 1972-1974 ... Medicare auditor,
ler Kelly & Irwin Ltd., 1988-2001 ... Staff accountant
sulting LLC, 2002-present ... Managing partner, Beuc
Career Highlights:
meet the needs of the users of their financial
Committee, continues in her role to help im
the Private Companies Financial Reporting
cial reporting standards, O'Dell, who chairs
Chair, FASB Emerging Issues Task Force ... Chair, Audit Advisory Committee, U.S. Gov
Accountability Office ... Former trustee, FAF ... Past member, AICPA Board, past-chair, PCPS
Technical Issues Committee ... CPA, family-owned hotel and restaurant.
Education: immaculata University, 1970, BA Eco
Personal: Born 1948, Darby, Pa. ... Married to Doug
s ...
Five sons.

Barack Obama
President of the United States
Rightfully or wrongly, the profession and the coun
ty as a whole are looking to the president to get the economy moving again and set an agenda for recovery and growth in the U.S.
Other Affiliations: Founding board member, Public Allies ... Past board member, Woods Fund of Chi
cago; Joyce Foundation; Chicago Annenberg Chal
lenge; Chicago Lawyers’ Committee for Civil Rights Under Law; Center for Neighborhood Technology. Education: Harvard Law School, 1991, JD; Columbia University, 1983, BA.
Personal: Born 1961, Honolulu ... Married to Mi
chelle ... Two daughters.

Judy O'Dell
Chair, FASB
Private Companies Financial Reporting Committee
One of the profession’s top authorities on finan
cial reporting standards, O’Dell, who chairs the Private Companies Financial Reporting Committee, continues in her role to help im
prove the reporting of private companies, and meet the needs of the users of their financial statements.
Career Highlights: President, O’Dell Valuation Con
sulting LLC, 2002-present ... Managing partner, Beuc
Other Affiliations: Chair, FASB Private Companies Financial Reporting Committee, 2007-present ...
Participating observer, FASB Emerging Issues Task Force ... Chair, Audit Advisory Committee, U.S. Gov
Accountability Office ... Former trustee, FAF ... Past member, AICPA Board, past-chair, PCPS
Technical Issues Committee ... CPA, family-owned hotel and restaurant.
Education: immaculata University, 1970, BA Eco
Personal: Born 1948, Darby, Pa. ... Married to Doug
s ...
Five sons.

Nina Olson
National Taxpayer Advocate, IRS
The IRS’s Taxpayer Advocate
ervice, which Olson heads, is often the place
t where taxpayers turn when they are facing tax liens and penalties for un
paid taxes from the IRS, or are unable to re
ceive the refunds they have been awaiting. Olson’s periodic reports to Congress on the is
sues facing taxpayers often spur action at the IRS on matters such as extending the two
year deadline for innocent spouses.
Other Affiliations: College of Tax Counsel; Griswold Lecturer, 2010 ... Past chair, Special Committee on Access to Legal Services, Virginia State Bar ... Past chair, Section of Taxation Low Income Taxpayers Committee and Pro Se/Pro Bono Tax Force, Ameri
Can Bar Association ... Faculty, Harvard Kennedy School of Government Comparative Tax Policy and Administration Program ... Past adjunct professor, Georgetown University Law Center; Virginia Com
monwealth University; College of William and Mary School of Law; University of Richmond School of Law.
Education: Georgetown University Law Center, 1994, LLM in Taxation ... North Carolina Central Uni
versity School of Law, 1991, JD ... Bryan Mauer College, 1975, AB Fine Arts.
Personal: Born 1954, Philadelphia ... One child.

Jeff Pawlow
CEO and managing shareholder, The Growth Partnership; CEO, iShade
The veteran marketer and long-time head of The Growth Partnership consultancy broke new
ground this year with the launch of iShade, the online networking and learning community
designed specifically for the accounting profession.
Career Highlights: Chief executive, iShade.com, 2010-present ... Chief executive and managing share
holder, The Growth Partnership Inc., 1999-present ... Executive vice president and director of consulting services, Waugh & Co., 1998-1999 ... Director of mar
keting, RubiniBrown, 1997-1998 ... Director of mar
Other Affiliations: Coach, youth baseball ... St. Te
resa Catholic Church.
Education: Creighton University, 1991, BSBA Man
agement.
Personal: Born 1969 ... Married to Cindy ... Four children.
Twitter: @jgpawlo, @ishade

Brian Peccarelli
President, the Tax & Accounting business of Thomson Reuters
Peccarelli brought a strong record with him as he took charge this year of the Thomson Reuters unit that serves tax and accounting professionals both at public firms and in industry, having driven the creation of the ONESOURCE plat
form and the global expansion of the Tax & Accounting business.
Career Highlights: President, the Tax & Accounting business of Thomson Reuters, 2011-present ... president, Workflow & Service Solutions, 2010-2011; president, corporate software, 2006; vice president and general manager, RI Compliance, 2002; joined RIA/CLR, 1984.
Other Affiliations: AICPA ... American Bar Associa
tion; Tax Executives Institute Executives; CPA Group, 2006-present ... Associate, Tax Technol
Other Affiliations: Adjunct professor, Daktron Com
munity College ... Goaluderup.org ... Tech Planning Committee, AICPA ... Founder and past president, Chicago Quickbooks Pro Advisor User Group ... Board, Accounting Today Inc.
Education: Northern Illinois University, 2005, MST ... Saint Mary's College, 1994, BBA.
Personal: Born 1972, Chicago ... Married to Christo
pher ... Two children.
Blog/Twitter: www.accountingtomorrow.com / @jodypadarpca
A Supplement to Accounting Today

10 Top 100 People

Rebecca Ryan
Founder, Next Generation Consulting

Three things to watch

1. In the current age of cloud, it makes sense to think about how [redacted] and innovation can be used to create new value. Anyone who has [redacted] and innovation has used them to create new value has made a series of high-profile acquisitions, including [redacted].


3. In the hotly [redacted] of [redacted] and [redacted], a new generation of [redacted] is emerging, led by [redacted].

4. [redacted] is a new generation of [redacted] that is making it easier to deal with the IRS, and is one of the most visible figures in the [redacted] world.

5. [redacted] is a new generation of [redacted] who is helping to [redacted] and [redacted] the audience she’s undoubtedly left her desk to engage with about business’ next generation of leaders.

6. [redacted] is a new generation of [redacted] who is helping to [redacted] and [redacted] the audience she’s undoubtedly left her desk to engage with about business’ next generation of leaders.

7. [redacted] is a new generation of [redacted] who is helping to [redacted] and [redacted] the audience she’s undoubtedly left her desk to engage with about business’ next generation of leaders.

8. [redacted] is a new generation of [redacted] who is helping to [redacted] and [redacted] the audience she’s undoubtedly left her desk to engage with about business’ next generation of leaders.

9. [redacted] is a new generation of [redacted] who is helping to [redacted] and [redacted] the audience she’s undoubtedly left her desk to engage with about business’ next generation of leaders.

10. [redacted] is a new generation of [redacted] who is helping to [redacted] and [redacted] the audience she’s undoubtedly left her desk to engage with about business’ next generation of leaders.

Anne Marie Kelly
Senior Associate Publisher

Innovation has been raising his profile by making it easier to deal with the IRS, and is one of the most visible figures in the [redacted] world.

Mike Sabbatis
President and CEO, CCH

Sabbatis continues to build CCH’s offerings, with a strong focus on “best in process” solutions and a new tax unit aimed directly at the needs of professionals; most recently he beefed up the company’s already strong sales and use tax offerings with the acquisition in June of [redacted].


Personal: Born 1958, Cleveland ... Married to Shay ... Three children.

Barry Salzberg
CEO, Deloitte Touche Tohmatsu
Salzberg went from running Deloitte’s U.S. firm for four years to heading up the international firm this year. As an aggressive New York accountant and lawyer, his experience running the No. 1 accounting firm in the country means he will remain a powerful voice at Deloitte and in the accounting profession not only here, but globally.

Career Highlights:
- Other Affiliations: Board, Center for Audit Quality ... New York State Bar Association ... AICPA ... New York State Society of CPAs ... New York County Lawyers Association ... Board, Committee Encouraging Corporate Philanthropy.

Education:
- New York University School of Law, 1981, LL.M Taxation ... Brooklyn Law School, 1977, JD ... Brooklyn College, 1974, Accounting.

Personal: Born 1953.

Mary Schapiro
Chair, SEC
That eerie quiet you hear is the entire accounting profession holding its breath, waiting for Schapiro to pronounce on the future of IFRS in the U.S. In the hush, they may have missed her strong efforts to restore confidence in the markets, and to remind public auditors of the expectations placed on them.


Education:
- George Washington University, 1980, JD ... Franklin and Marshall College, 1977, BA.

Personal: Born 1955, New York ... Married to Chas ... Three children.

Leslie Seidman
Chairman, FASB
Seidman stepped smoothly into the chairmanship of FASB following Robert Herz’s unexpected retirement last year, taking up the enormous task of pursuing the convergence of GAAP and IFRS — but she has also made it her priority to prove that FASB can better address the needs of private companies, in hopes of fending off the challenge of the separate standard-setter proposed by the Blue Ribbon Panel.


Other Affiliations: AICPA ... American Women’s Society of CPAs ... Institute of Management Accountants ... Author, first three editions, Financial Instruments ... Youth-related charities and organizations, including A Better Chance.

Education:
- New York University Stern School of Business, 1985, MS Accounting ... Colgate University, 1978, BA English.

Personal: Born 1962, Utica, NY ... Married ... One daughter.

Doug Shulman
Commissioner, IRS
With the first year of tax preparer registration successfully behind him, Shulman has begun revealing an ambitious, technology-centric vision of the long-term future of tax return filing.

Career Highlights: Commissioner, Internal Revenue Service, 2008-present ... Vice chairman, Financial Industry Regulatory Authority ... Executive vice president, National Association of Securities Dealers, 2001-2007 ... Co-founder and executive vice president, FoundryOne, 2000-2001 ... Vice president, Darty Overseas Investments, 1998-2000 ... Chief of staff and senior policy advisor, National Commission on Restructuring the IRS, 1996-1997 ... Consultant, A.T. Kearney.

Other Affiliations: Past board member, Depository Trust Co.

Education:
- Georgetown University Law Center, JD ... John F. Kennedy School of Government, Harvard University, MPA ... Williams College, BA.

Personal: Born 1953.

Gary Shams
Managing director, SS&G Financial Services Inc.
Despite the turbulent economy, Shams’ firm achieved record growth last year, in part through a major expansion in Chicago. He has been busy of late acting as outside strategic counsel to a variety of professional services firms, writing a second book — and finding innovative ways to serve and support his own clients.


Other Affiliations: Founder and chairman emeritus, The Advisory Board ... Founder and chairman emeritus, The Leading Edge Alliance ... Past chair, MAP Committee, AICPA ... Ohio Society of CPAs ... Co-author, How to Manage Your Accounting Practice ... Columnist, CPA Magazine ... Editorial board, CPA Practice Management Forum ... Past member, editorial boards, Managing Partner Report, Ohio CPA Journal, Journal of Accountancy, Practicing CPA ... Advisory Board, Case Western Reserve University School of Accountancy ... Chair, North Coast Community Homes ... Hillel at Kent State University ... Trustee, Northeast Ohio Universities Colleges of Medicine and Pharmacy ... Past board president, Cleveland Jewish News ... Past board member, Anti-Defamation League, Jewish Community Federation; Montefiore Home; Better Business Bureau; National Center on Nonprofit Enterprise.

Education:
- The Ohio State University, 1978, Masters of Accountancy ... Tulane University, 1975, BS Biology.

Personal: Born 1953, Cleveland ... Married to Mary Ann ... Two children.

Douglas Sleeter
Founder and president, The Sleeter Group Inc.
QuickBooks users at accounting firms across the country owe a debt to Sleeter and his conferences, so much so that some credit Sleeter with putting QuickBooks on the map, and his presence at industry events and his own events serves to keep the legions of accountant users informed about this ever-evolving and perpetually relevant product line.


Other Affiliations: Host, The Sleeter Group’s Accounting Solutions Conference ... Board of Advisors, Bill.com ... Product development consultant, Intuit, 1994-present ... Product development consultant, Fishbowl Inventory; SmartVault; PayCycle; Bill.com; NetSuite; BQE Software; MBisy; Legrand Software; InQvis; Bankersly; Avalara; Altetny; Results Software ... Board member at two small nonprofits.

Education:
- Santa Clara University, MBA courses ... University of California at Santa Cruz, 1982, BA Computer and Information Sciences ... Cabrillo College, 1979, AA.

Personal: Born 1959, Fresno, Calif. ... Married to Sherrill ... One son.

Blog/Twitter: www.sleeter.com/blog /@sleetergroup

Brad Smith
President and CEO, Intuit
Smith’s goal is simple: to make Intuit’s offerings — particularly its industry-leading small-business software, QuickBooks — indispensable to small businesses and their accountants. He’s pursuing that goal with acquisitions, new tools to make QB more mobile, grants and useful advice for small businesses, and much more.

Career Highlights: President and CEO, Intuit Inc., 2008-present; senior vice president and general manager, Small Business Division, 2006-2007; general manager, QuickBooks Group, 2005-2006; leader, Consumer Tax Group, 2004-2005; vice president and general manager, Accountant Central and Developer Network; joined, 2003 ... Senior vice president of marketing and business development, ADP ... Various sales, marketing and management positions, Pepsi, Seven-Up, Advo Inc.

Education:
- Aquinas College, Master’s of Management ... Marshall University, BBA.

Ralph Thomas
Executive Director, NJSCPA
The former AT&T and Cithbank executive has helped the Garden State’s CPA society forge a reputation as one of the best in the country in social media, as well as crafting its award-winning Exam Cram blog, an online member community and its widely viewed MoneyMattersNJ.com financial literacy portal.


Other Affiliations: Past Council member, Group of 100, AICPA, member, Pre-Certification Education Executive Committee; past member, CPA Vision Project, Peer Review Board, Strategic Planning Committee ... Trustee, State Society Network Inc. ... Board, Shared Services LLC ... Lifetime member and past national president, National Association of Black Accountants; NABA President’s Advisory Council; Finance and Capital Campaign Committees ... Trustee ... Chair of Diversity and Inclusion Subcommit-...
A profile in apps

When we asked the Top 100 Most Influential People candidates for 2011 to name their favorite apps, we expected to learn something interesting about technology — but we may have learned even more about the Top 100 as people. To start, we were surprised at how many were clearly indifferent to the many mobile technologies available, remaining blissfully uncharted to iPhones, Droids and the like. Still, more than enough listed their favorite app or apps for us to develop a composite picture of the typical influential technology user in accounting.

First off, they travel. A lot. The most commonly cited category of apps related to being on the road, starting with flight status apps like FlightAware, FlightTrack Pro and TripTracker. They also use MapQuest and similar tools while away from home — and, with so many being accountants, it’s not surprising that cheap gas finder GasBuddy was mentioned, too.

Second, they keep informed. The next largest category of apps cited involved news and news alerts, with The Wall Street Journal app taking the lead, along with those from The Economist, The New York Times, and (insert grain of salt of here) Accounting Today.

Third, they’re fans of social media, particularly Twitter, Facebook and LinkedIn, regularly checking tweets, status updates and the state of their networks, and using FlipBoard to bring it all together in one slick package.

Fourth, they’re anywhere/anytime types, with many using Dropbox to access and share documents over the Web from wherever they happen to be, constantly keeping track of things with Evernote, using the Kindle app to keep up with their reading, and checking their e-mail on a variety of devices.

Finally, they’re not all that different from us: They use the Starbucks app to locate a badly needed cup of coffee, have barbecue cues with the On the Grill recipe app from Weber, check the Weather Channel app and WeatherBug to know what to wear, and secretly look at the ESPN Scorecenter and Scoreboard on their smartphones in meetings. And in case you’re wondering, they play Angry Birds just like the rest of us — that is, far, far, too much.

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Jim Turley
Chairman and CEO, Ernst & Young
With a decade in office, Turley is the longest serving of the Big Four chiefs — and the only one to head both the U.S. and the international arms of a firm, giving E&Y’s global leadership unparalleled integration.


Other Affiliations: Co-chair, The Russian Foreign Investment Advisory Council ... Chair, Governing Board, Center for Audit Quality ... Steering Committee, International Integrated Reporting Committee ... Chair, Catalyst organization ... Member, President’s Export Council ... Business Roundtable ... International Business Leaders’ Advisory Council for the Mayor of Shanghai ... Board, Boy Scouts of America; National Corporate Theatre Fund ... Trustee, Rice University.

Education: Rice University, Master’s and BA in Accounting.

Personal: Born 1955 ... Married ... One adult son.

Jennifer Warawa
Senior director of partner programs, Sage North America
Warawa is largely credited with helping make Sage and its products important to accountants as she continues to head up the company’s efforts to reach this influential community.

On her watch, the Sage Accountants Network has grown to almost 20,000 members.


Other Affiliations: Mentor, Young Adult Guidance Center ... Past board member, Boys and Girls Club of Seattle, 2008-2012 ... Girl Scout Council of Western Washington, 2008-2010 ... Past member, Redmond Task Force.


Personal: Born 1976, Kelowna, B.C. ... Married to Shane.

Twitter: @jenniferwarawa

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John Veihmeyer
Chairman and CEO, KPMG
Under Veihmeyer, KPMG has stayed on the cutting edge on a number of fronts — launching apps to help users access its huge range of reports and to give college students career advice, for instance, and going “green” in a big way.


Other Affiliations: Co-chair, CEOs Against Cancer ... Member, Governing Board, Center for Audit Quality ... Board, Committee Encouraging Corporate Philanthropy ... Advisory Council, Notre Dame Menorah College of Business ... Business-Higher Education Forum ... Past member, NEC Advisory Committee on Smaller Public Companies ... Past chair, Cultural Alliance of Greater Washington, D.C. ... Past member, St. Mary’s College Board of Trustees ... Past member, Executive Committees, Federal City Council of D.C. and Greater Washington Board of Trade ... Board, Kennedy Center Corporate Fund ... Partnership for New York City.

Education: University of Notre Dame, 1977, BBA ... Married to Valerie ... One daughter.

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Jill Ward
Senior vice president and general manager, Accounting Professionals Division, Intuit Inc.
Responsible for developing products that help accountants be more productive and serve their clients better, Ward is Intuit’s face to the profession — and its voice within the company.

Career Highlights: Vice president and general manager, Accounting Professionals Division, Intuit Inc.; vice president, Accountant Central; vice president and general manager, QuickBase; joined, 2001 ... President, Telespectrum Customer Care ... Senior vice president, Fidelity Investments ... Strategy consultant and manager, Bain & Co.

Education: Amos Tuck School, Dartmouth, 1998, MBA ... Wellesley College, BA.

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Jim Turley
Chairman and CEO, Ernst & Young
With a decade in office, Turley is the longest serving of the Big Four chiefs — and the only one to head both the U.S. and the international arms of a firm, giving E&Y’s global leadership unparalleled integration.


Other Affiliations: Co-chair, The Russian Foreign Investment Advisory Council ... Chair, Governing Board, Center for Audit Quality ... Steering Committee, International Integrated Reporting Committee ... Chair, Catalyst organization ... Member, President’s Export Council ... Business Roundtable ... Interna- tional Business Leaders’ Advisory Council for the Mayor of Shanghai ... Board, Boy Scouts of America; National Corporate Theatre Fund ... Trustee, Rice University.

Education: Rice University, Master’s and BA in Accounting.

Personal: Born 1955 ... Married ... One adult son.

Jennifer Warawa
Senior director of partner programs, Sage North America
Warawa is largely credited with helping make Sage and its products important to accountants as she continues to head up the company’s efforts to reach this influential community.

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Personal: Born 1976, Kelowna, B.C. ... Married to Shane.

Twitter: @jenniferwarawa

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John Veihmeyer
Chairman and CEO, KPMG
Under Veihmeyer, KPMG has stayed on the cutting edge on a number of fronts — launching apps to help users access its huge range of reports and to give college students career advice, for instance, and going “green” in a big way.


Other Affiliations: Co-chair, CEOs Against Cancer ... Member, Governing Board, Center for Audit Quality ... Board, Committee Encouraging Corporate Philanthropy ... Advisory Council, Notre Dame Menorah College of Business ... Business-Higher Education Forum ... Past member, NEC Advisory Committee on Smaller Public Companies ... Past chair, Cultural Alliance of Greater Washington, D.C. ... Past member, St. Mary’s College Board of Trustees ... Past member, Executive Committees, Federal City Council of D.C. and Greater Washington Board of Trade ... Board, Kennedy Center Corporate Fund ... Partnership for New York City.

Education: University of Notre Dame, 1977, BBA ... Married to Valerie ... One daughter.

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Jill Ward
Senior vice president and general manager, Accounting Professionals Division, Intuit Inc.
Responsible for developing products that help accountants be more productive and serve their clients better, Ward is Intuit’s face to the profession — and its voice within the company.

Career Highlights: Vice president and general manager, Accounting Professionals Division, Intuit Inc.; vice president, Accountant Central; vice president and general manager, QuickBase; joined, 2001 ... President, Telespectrum Customer Care ... Senior vice president, Fidelity Investments ... Strategy consultant and manager, Bain & Co.

Education: Amos Tuck School, Dartmouth, 1998, MBA ... Wellesley College, BA.

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Geni Whitehouse
Countess of Communication, Even a Nerd Can Be Heard and Broomarkle, Davis and Co.
Whitehouse has essentially brought cool to being a tech-savvy CPA. The self-professed “nerd” continues to leverage her years of experience at a variety of accounting and business software companies in training, educating and advocating proper communication and marketing to firms sorely lacking in these skills.

Career Highlights: Countess of Communication,
Wilson’s widespread consulting efforts bring partner accountability and performance into focus for a range of practitioner clients and conference audiences, with particular emphasis on young leadership. She connects with this demographic through her social media network and new online tools like a recently launched e-book on successful “straight talk.”

Career Highlights:
- Co-founder and owner, ConvergenceCoaching LLC, 2000-present
- National director, Financial Solutions Group, BDO Seidman, 1997-1999
- Vice president of sales and customer services, State of the Art Inc., 1989-1995
- Regional sales manager, Pro Sys Inc., 1984-1988

Other Affiliations:
- Advisory Board, Bill.com
- New Horizons Group
- Digital Education Committee, Association for Accounting Marketing
- Association for Accounting Administration
- CPA Leadership Panel
- College of Commerce
- Tech Committee, AICPA
- Workload Compression Task Force, American Marketing Association
- International Coach Federation
- Founding member and board member, Information Technology Alliance
- Board member and youth leader, Episcopal Church

Education:
- University of Nebraska, 2002, BS Marketing
- Landmark Education, Curriculum for Living (Leadership/Communications), 1995-1996

Personal:
- Born 1972, Santa Monica, Calif.
- Married to Carmen
- One son and one daughter.

Blog/Twitter: www.convergencacoaching.com /@jenlewilson

David Wyle
President and CEO, SurePrep
A CPA himself, Wyle continues to expand one of the leading set of tax workflow tools, relieving other CPAs, accountants and tax practitioners of much of the drudgery of tax prep, and freeing them up to pursue higher-value services.

Career Highlights:
- President and CEO, SurePrep LLC, 2002-present
- President and CEO, ePace Software, 1997-2002
- Senior tax associate, Coopers & Lybrand, 1994-1997
- Education: University of California at Santa Barbara, 1994, Business Economics

Personal:
- Born 1964, Hahn Air Force Base, Germany
- Married to Brian
- Three daughters.

Blog/Twitter: www.sureprep.com /@ycstax

Diane Yetter
President, Yetter Consulting
A frequent speaker on sales and use taxes, Yetter is one of the foremost experts on dealing with state taxing authorities — which makes sense, since she used to work for one.

Career Highlights:
- President, Yetter Consulting, 1996-present
- Tax manager, Arthur Andersen, 1989-1996
- Sales tax accountant, Quaker Oats Co., 1986-1989
- Auditor II, Kansas Department of Revenue, 1985-1988

Other Affiliations:
- Founder, Sales Tax Institute
- Certified Implementation Partner and trainer, Thomson Reuters Indirect Tax (Sahbra)
- Certified Training and TDM Specialist, Vertex
- Institute of Professionals in Taxation
- Council on State Taxation
- Chicago Tax Club
- Association for Computer and Taxation
- AICPA
- Illinois CPA Society
- Institute of Management Accountants
- Institute of Financial Management
- Author, Information Technology Association of America Software & Services State Tax Report, Drop Shipments: Taxation, Compliance and Planning, Multistate Guide to Sales and Use Tax: Manufacturing...Taxation Committee, Chicago Chamber of Commerce...Executive Committee, Advisory Board, University of Kansas School of Business...adjunct professor...Union League Club of Chicago

Education:
- DePaul University, 1984, MS Taxation...University of Kansas, 1985, BS Accounting and Business Administration

Personal:
- Born 1963, Chicago

Twitter: @ycstax

No ‘i’ in Melancon

As always, we ask the candidates for the Top 100 to name the three people they think are the most influential in accounting. The answers, reflecting the ever-increasing scope and reach of the profession, ranged widely, with the 122 candidates responding naming a total of 124 influences. Among all that diversity, though, one trend continues: the prominence of AICPA president Barry Melancon.

While they may not all know exactly how to spell his name (it has neither an “i” nor an “o”), almost half of respondents named him, roughly three times as many as cited his nearest competitor, SEC chair Mary Schapiro and FASB chair Leslie Seidman, who are themselves über-influential.

Institute personnel did particularly well this year, with Jim Metzler, Mark Koziel and Erik Asgeirsson all garnering significant mentions, but while the usual slate of regulators received their due, two government figures saw their support dwindle: Federal Reserve chief Ben Bernanke and Treasury Secretary Tim Geithner were both considered significantly less influential on the profession this year than last.