

TOP 100 **MOST INFLUENTIAL PEOPLE** IN ACCOUNTING

Who's next?

The 2022 class of thought leaders and changemakers are worried about who will be available to lead the profession in the future



Looking for a next generation to lead

By Danielle Lee

Talent is the talk of the accounting profession — and the 2022 Top 100 Most Influential People are leading many of those conversations. Their expert advice on the talent shortage, diversity and inclusion, and many other timely topics is partially what landed them on this year's list of the most impactful thought leaders and changemakers in the profession, along with the ways they have gone beyond mere rhetoric to take action and create change.

We've asked the Top 100 to share some of that wisdom throughout these pages. Those thoughts, from some of accounting's most successful leaders, are

valuable in guiding the next generation of influencers at a time when there is uncertainty about how the profession can even continue to attract and retain such sought-after talent. (For full responses to all our questions, visit AccountingToday.com.)

Given this crisis point, we asked this year's class if they would still choose the same career today. While the answers revealed that the Top 100 would be just as energized about entering accounting today, the honorees also acknowledged that the profession has to go further to attract an entirely new demographic of

young talent. Hopefully, this year's Top 100 will help inspire that next wave.

As always, it is a large undertaking to narrow down this list to just 100 spots, and many factors have to be considered, including the level of influence within roughly the last six months and projected over the next six. The movers and shakers of accounting go beyond 100 (and our Ones to Watch), but this year's honorees are a great representation of its wisest and most experienced guides, who we expect to steer that next generation.

Presenting the 2022 Top 100 Most Influential People! **AT**



Lara Abrash

Chair and CEO, Deloitte & Touche

Abrash certainly is influential as the head of audit at the biggest of the Big Four, but she may be having even more of an impact through her focus on diversity, not least through her role spearheading Deloitte's \$75 million Making Accounting Diverse and Equitable program.

Born: Long Island, N.Y., 1968

College: University of Albany, SUNY; Baruch College

First full-time job: Staff accountant, Rogoff & Co.

Favorite podcast: NPR's "How I Built This"



Alan Anderson

Founder and president, Accountability Plus

Anderson has been preaching the value of IT innovation in audit for decades, teaching auditors to embrace technology to improve quality, increase efficiency, add value for clients — and help retain staff.

Born: Canby, Minnesota, 1955

College: Southwest State University

First full-time job: Staff accountant, McGladrey Hendrickson (now RSM)

Favorite podcast: TED Talks



Erik Asgeirsson

CEO and president, CPA.com

Having successfully evangelized CAS, Asgeirsson is leading the way in another area that will change the profession, as co-sponsor of the forthcoming Dynamic Audit Solution — all while

keeping a massive audience of CPAs up to date on the latest professional trends through his must-watch Town Hall series.

Born: Falmouth, Massachusetts, 1968

College: George Washington University; NYU Stern School of Business

First full-time job: Manager, AT&T

Favorite podcast: "The Tim Ferriss Show"



Kim Austin

Director, global strategic accounting partnerships, Avalara

Long a fixture with midsized firms in her position as a tech ambassador for CAS, Austin has moved up to the enterprise level in her new role partnering with the Big Four on cloud compliance solutions.

Born: Santa Ana, California, 1983

College: Chapman University

First full-time job: Account development representative, LibertyIMS

Favorite podcast: "The Cloud Accounting Podcast"



Ron Baker

Founder, VeraSage Institute

Baker is one of the preeminent voices on pricing models and business transformation, and continues to impact progressive-minded accountants through the podcast he co-hosts (with over 2.1 million listens in over 40 countries), and a forthcoming book about subscription business models.

Born: Santa Rosa, California, 1962

College: San Francisco State University; Cato and Disney University

First full-time job: Staff accountant, Peat, Marwick, Mitchell

Favorite podcast: "EconTalk"



Andreas Barckow

Chair, IASB

As chair of the International Accounting Standards Board, Barckow has plenty on his plate (like a proposed update of IFRS for SMEs), but he'll also be working closely with the newly established International Sustainability Standards Board to help get it on its feet and make sure that financial reporting and ESG reporting go hand in hand.

Born: Oldenburg, Germany, 1966

College: Paderborn University

First full-time job: Project lead, DG Bank



Elizabeth Beastrom

President, tax & accounting professionals, Thomson Reuters

A CPA herself, Beastrom is making sure Thomson Reuters is building the tools and partnerships it needs to help its many customers in tax and accounting keep up with the rapid pace of change — and is also developing the company as a thought leader on diversity, and on how broad economic and workforce changes are affecting accountants.

Born: Stillwater, Minnesota, 1967

College: University of Minnesota Carlson School of Management

First full-time job: Audit consultant, Deloitte and Touche

Favorite podcast: "Crime Junkies"



Brian Becker

Managing partner & CEO, RSM US

With his background in tech, Becker aims to make RSM "a digital firm that provides audit, tax and consulting services" — putting him well ahead of the many firm leaders who haven't yet realized the importance of that transformation.

Born: Waterloo, Iowa, 1966

College: University of Northern Iowa; University of Chicago Booth School of Business

First full-time job: Audit associate, McGladrey & Pullen (now RSM)

Favorite podcast: "The CEO EDGE"



Michael Bernard

VP, tax content strategy and chief tax officer, Vertex

Bernard takes the needs of the tax community seriously, both in his role at Vertex developing solutions for a broad range of practitioners and customers, and as a university professor teaching IRS tax practice and procedure.

Born: Marysville, Kansas, 1959

College: Creighton University; Creighton University School of Law

First full-time job: State tax analyst, Peter Kiewit and Sons Inc.

Favorite podcast: Agricultural podcasts



Wayne Berson

CEO, BDO USA

Having grown BDO to a billion-dollar firm through an aggressive combination of mergers and organic growth,



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Berson intends to help sustain that growth with a focus on the key areas of ESG, and diversity, equity and inclusion.

Born: Cape Town, South Africa, 1961

College: University of Cape Town; University of South Africa

First full-time job: Audit staff, Mazars

Favorite podcast: NPR's "Up First"



Joe Biden

U.S. president

With a divided Congress, Biden will find it even harder than before to advance anything remotely ambitious, meaning that any legislation that his administration may pursue in areas like tax will likely be limited to those proposals that have widespread support.

Born: Scranton, Pennsylvania, 1942

College: University of Delaware; Syracuse University College of Law

First full-time job: Clerk, law firm



Ken Bishop

President and CEO, NASBA

Bishop's goal is to maintain the relevancy of the CPA credential — a critical task amid declining interest — and he is pursuing it with bold initiatives like the CPA Evolution project and the associated revamp of the CPA exam on which his National Association of State Boards of Accountancy is partnering with the AICPA.

Born: Mexico, Missouri, 1951

College: University of Missouri

First full-time job: Staff, Kroger Co.

Favorite podcast: "Exchanges at Goldman Sachs"



Joel Black

Chair, GASB

Under Black, the Governmental Accounting Standards Board continues to roll out a wide range of new and improved standards, while also exploring new areas (like a big new project on going concern uncertainties for governments) and making major efforts at communicating with stakeholders and those who have to implement its standards.

Born: Atlanta, 1970

College: Georgia State University

First full-time job: Staff accountant, KPMG

Favorite podcast: "Plain English"



Julie Boland

U.S. chair, MP and Americas MP, Ernst & Young

Unusually for a Big Four managing partner, Boland spent time in investment banking and industry, and — besides giving her valuable insight into the capital markets — that perspective may explain the value she puts on bringing together people with diverse backgrounds and experiences at EY.

Born: Cleveland

College: University of Vermont; University of Chicago Booth School of Business

First full-time job: Audit staff/CPA, PwC



Jim Boomer

CEO, Boomer Consulting

Boomer leads one of the most influential teams of consultants to the profession, helping firms and individual accountants prepare for every aspect of the future through their consulting, events, training and thought leadership.

Born: Manhattan, Kansas, 1976

College: Kansas State University; University of Texas at Austin

First full-time job: Senior consultant, Arthur Andersen Business Consulting

Favorite podcast: Strategic Coach podcasts and "On the Air: Accounting Today"



L. Gary Boomer

Founder, visionary and strategist, Boomer Consulting

One of the few people who can get away with the job title "visionary," Boomer certainly fits the bill, having long foreseen the key role technology will play in the future of the profession, and that firm and tech leaders need to bridge the gap between them to manage the digital transformation that is already underway.

Born: Portis, Kansas, 1945

College: Kansas State University

First full-time job: Staff accountant, John Strain & Co. CPAs

Favorite podcast: "Multiplier Mindset"



Jim Bourke

Managing director, advisory services, WithumSmith+Brown

Bourke is one of the leading educators of the profession on everything from how best to leverage tech to drive change in

accounting, to how to construct a best-in-class tech stack — all while doing his full-time job as a leader at Withum.

Born: Jersey City, N.J., 1964

College: Kean University

First full-time job: Staff level I accountant, WithumSmith+Brown

Favorite podcast: "TechStuff"



Wes Bricker

Vice chair, Trust Solutions co-leader, PwC

Between his previous role as chief accountant at the SEC and his current leadership position at PricewaterhouseCoopers, Bricker brings a unique breadth of vision to helping build a bright future for the profession centered around relevance, quality, trust, and an ever-broader web of decision-useful information.

Born: Chambersburg, Pennsylvania, 1978

College: Elizabethtown College; American University

First full-time job: Associate, PwC

Favorite podcast: "This American Life"



Rebekah Brown

CEO, MACPA

The Maryland Association of CPAs has long since established itself as one of the most forward-looking of state societies, and Brown played a high-profile role in building the national platform from which she will now have an outsized influence on the future of the profession.

Born: Towson, Maryland, 1987

College: Ohio State University

First full-time job: Audit staff, SC&H Group

Favorite podcast: "Office Ladies"



Jennifer Burns

Chief auditor, AICPA

Burns leads the strategic direction of the institute's audit standard-setting, from getting input from stakeholders at the start of the process to educating practitioners at the end — as she and her team are doing now with the quality management standards that were approved earlier this year

Born: Alameda, California, 1970

College: Claremont McKenna College

First full-time job: Staff accountant, Deloitte & Touche

Favorite podcast: NPR's "Consider This"



Ted Callahan

Director, Intuit QuickBooks partner segment

Callahan and the company strive to connect small-business owners with the accounting professionals they need, and listen carefully to those accounting pros to help develop the tools they need "to be the hero to their small-business clients."

Born: Nashville, Tennessee

College: Stanford University; Dartmouth Tuck School of Business

First full-time job: Cross-functional role, eALITY

Favorite podcast: "That Pedal Show"



David Cieslak

EVP, chief cloud officer, RKL eSolutions

While the number of new tools available to accountants can seem staggering, Cieslak narrows down the top prospects through his many speaking engagements and popular "Inspector Gadget" sessions, while keeping an eye to the horizon for the next set of tech must-haves for firms.

Born: Binghamton, N.Y., 1959

College: UCLA

First full-time job: Staff accountant, Price Waterhouse

Favorite podcast: "Honestly with Bari-Weiss"



Sue Coffey

CEO, public accounting, AICPA

When you look at some of the most important initiatives at the AICPA, you'll find Coffey in the lead, whether it's looking for ways to fill the talent pipeline, reimagining accounting education and the CPA exam, protecting and enhancing the CPA profession's brand and reputation for quality and integrity, or revolutionizing the tools at the core of the audit.

Born: Cedar Grove, N.J., 1964

College: Fairfield University

First full-time job: Intern, Cove Awning and Tent Co.

Favorite podcast: "Revisionist History"



Erin Collins

National Taxpayer Advocate

Collins plays a crucial role in independently scrutinizing the tax system on behalf of the taxpaying public — as,

for instance, earlier this year, when she reported a much larger backlog of unprocessed returns than the IRS was acknowledging.

College: UC Irvine; Southwestern Law School

First full-time job: Special trial attorney, Office of Chief Counsel



Crystal Cooke

Director, diversity and inclusion, AICPA

Cooke works at the intersection of two of the profession's most urgent mandates: improving diversity and inclusion efforts, and broadening the pipeline of those entering accounting, overseeing a team that works to attract underrepresented populations to institute membership.

Born: Jackson, Tennessee, 1976

College: University of Cincinnati

First full-time job: Internal auditor, Fifth Third Bank



Ken Corbin

Chief taxpayer experience officer, IRS

Corbin has been commissioner of the Wage and Investment Division for some time, but his appointment as the IRS's first-ever CTXO has raised his profile — and put him in something of a hotseat, as the agency struggles with a host of problems at its interface with taxpayers and the tax professional community.

College: Emory University

First full-time job: Atlanta Service Center



Gale Crosley

President and founder, Crosley+Co.

Crosley works to keep clients and the profession apprised of how everything from ESG to shifting leadership structures will influence firm operations — and how firms can channel these emerging factors into boosting profits.

Born: Cleveland, 1951

College: University of Akron

First full-time job: Staff auditor, Arthur Andersen



Kevin Dancey

CEO, IFAC

Under Dancey, the International Federation of Accountants is committed to

helping accountants make the world a better place in many ways, including major efforts to encourage the profession to embrace ESG, and a recent action plan to help it fight corruption and crime.

Born: Oshawa, Ontario, 1950

College: McMaster University

First full-time job: Economics department, McMaster University



Carmine Di Sibio

Global chairman and CEO, Ernst & Young

The global chair of a Big Four firm is always influential, but Di Sibio took it even further, catalyzing a professionwide discussion on the eternal potential for conflict between auditing and consulting practices by announcing an upcoming vote to split up EY along those lines.

Born: Frigento, Italy, 1963

College: Colgate University; New York University Stern School of Business

First full-time job: Auditor, Arthur Young

Favorite podcast: "13: A Colgate University Podcast" and "The Mark Divine Show"



Sarah Dobek

President and founder, Inovautus Consulting

Dobek keeps her finger firmly on the pulse of the profession — most specifically through the growth survey she conducts to help firms benchmark their staffing efforts. She also helps staff hone crucial business development skills, while also keeping an eye on the latest trends in the profession.

Born: Dallas, 1981

College: Purdue University

First full-time job: Marketing coordinator, John R. Waters & Co.

Favorite podcast: "Right-Side Up Leadership"



Kimberly Ellison-Taylor

Founder and CEO, KET Solutions

A trailblazer herself, Ellison-Taylor works tirelessly to open doors for others and to create a more open and welcoming profession — and all with an exuberance, a positivity, and a passion for the profession that are infectious.

Born: Baltimore, 1970

College: University of Maryland Baltimore County; Loyola University; Community

Keeping an eye out

One hundred is not enough slots for all the people making a difference in the profession

Every year, we lament how difficult it is to limit our list of the Most Influential to just 100 people, and this year is no different, so we've taken our usual approach of creating a subgroup of folks whose influence is new or emerging, but who we feel will be worth paying attention to in the future: our annual Ones to Watch.

We'll start in the government and regulatory space, where the recent departure of Charles Rettig from the IRS gives us not one, but two people worth watching: **Douglas O'Donnell**, the current acting commissioner until Congress confirms **Daniel Werfel**, who is the Biden administration's nominee for the official post (and who himself served as acting IRS commissioner under President Obama). That confirmation, as with so much else in Washington these days, is complicated by the results of the midterm elections, which will likely lead to a whole new cast of **congressional leaders**. How all that power gets divvied up will have a major impact on tax and other legislation, so the ultimate winners will be worth watching.

On the organization front, we'll highlight **Kalil Merhib**, the vice president of growth and professional services at CPA.com, who has emerged as a major voice around client advisory services, an area CPA.com has championed. And we'll direct your attention also to **Frank Sands**, the recently installed president of the National Conference of CPA Practitioners, an important advocate for small firms and sole practitioners.

We don't include many managing partners or firm leaders in the Top 100 (we tend to recognize them in our Managing Partner Elite list), but we're adding two to this year's OTW, starting with **Eric Majchrzak**, the CEO of Arizona-based BeachFleischman. Long

recognized as a pioneer in marketing for accounting firms, Majchrzak bears watching as an example of the potential for nonaccountants to rise to the very top in the profession. And **Peter Scavuzzo**, president of Marcum Technology, and a partner and CIO at Top 100 Firm Marcum, stands out as an exemplar of the important role that innovative tech leaders can play at firms that know how to empower them.

Next up in terms of emerging influence are a trio of consultants: First, there's **Sarah Elliott**, whose leadership consulting firm Intend2Lead is helping grow the next generation. Second, there's **Will Hill**, who brings a ton of experience from working with firms across the country for Thomson Reuters to his new consulting firm, Will Hill Consults. And last — but only alphabetically — is **Ryan Lazanis**, a CPA whose Future Firm coaching program and weekly newsletter reach thousands of firm leaders.

We're also keeping an eye on a number of people at technology vendors. Following his appointment as president of Sage North America in May of this year, **Aziz Benmalek** has been focused on growing the business — and supporting the ongoing evolution of CAS within the profession, as is **Nicole Ksiazek**, the director of the Sage Intacct Accountants Program. Meanwhile, Intuit's training and education leader for the tax and accounting profession, **Jasen Stine**, is working to, well, train and educate tax and accounting pros — particularly around making the move to advisory services.

Finally, an innovator to watch: **Christopher Vanover's** AuditClub offers what he describes as an "auditors-as-a-service" model to provide fractional staff and other resources to hard-pressed audit firms.

A supplement to Accounting Today: Top 100 People



Lee Fredericksen
Managing partner, Hinge
Fredericksen's trademark
research studies helped revolutionize
accounting marketing, and he's been
expanding them to provide insights on an
ever-wider range of subjects.

Born: Sleepy Eye, Minnesota, 1949
College: Augustana College: Ohio
University

First full-time job: Assistant professor,
University of Mississippi Medical School
Favorite podcast: "HBR BleedCast"



**Denise LeDuc
Froemming**
President and CEO, CalCPAs
As head of one of the nation's largest state
societies, Froemming is encouraging
candid conversations about diversity and
gender equality that are leading to new

Born: Grenoble, France, 1964
College: HEC Paris
First full-time job: Bain & Co.

strategies to boost DEI and expand the
pipeline of new accountants.

Born: Wisconsin, 1961
College: Marquette University; Northern
Illinois University

First full-time job: General manager of
operations, LeDuc's
Favorite podcast: "The Genius Life"

Daniel Geltrude
Founder & managing member,
Geltrude & Co.
Fox News has dubbed him "America's
Accountant" for his many appearances on
national TV, but his work on another issue
may have a more long-term impact: He
pioneered a current pilot program to allow
future CPAs to get the last 30 of their 150
credit hours through work experience.

Born: Nutley, N.J., 1965
College: Rider University; Fairleigh

Dickinson University; Penn State
First full-time job: Audit staff, Arthur
Andersen

Favorite podcast: "Revisionist History"



Gary Gensler
Chairman, SEC
The commission's climate
disclosure proposals are making head-
lines, but Gensler is also reenergizing the
PCAOB with updated standards and a
resolution (we hope) to its long-running
difficulties inspecting Chinese audit firms.

Born: Baltimore, 1957
College: University of Pennsylvania
First full-time job: Goldman Sachs

J. Russell George
Treasurer/Inspector General for
Tax Administration
George's inspectorate continues to

produce a flood of audits and investiga-
tions into the operations of the IRS,
helping keep it on its toes.

Born: New York City
College: Howard University; Harvard
University Law School

First full-time job: Assistant district
attorney, Queens County



Julio Gonzalez
CEO, Engineered Tax Services
His set of resources for account-
ants — tax credit services, The Growth
Partnership, ABLE CRM, The Rosenberg
Survey, and Inside Public Accounting
— make Gonzalez a big industry player,
but his deep knowledge of tax matters
also makes him a source of insight and
influence inside and outside the Beltway.

Born: Denver, 1966
College: University of Colorado

First full-time job: Accountant, Arthur
Andersen

Angie Grissom
Owner, client relationship officer,
The Rainmaker Companies
Grissom is a trusted advisor to the trusted
advisors — she counsels hundreds of
managing partners, coaches emerging
leaders, and partners with other consul-
tants and thought leaders to push forward
needed changes in the profession.

College: Middle Tennessee State University
First full-time job: Business development
associate, Career Ascension
Favorite podcast: "Unlocking Us with
Brené Brown"



Calvin Harris
CEO, INTSSCPA
As the first Black head of the

oldest state society in the country, Harris is
well-positioned to help move the profes-
sion toward enhanced diversity, equity and
inclusion, while also serving as a strong
advocate for all his members' needs.

Born: Richmond, Virginia, 1969
College: Morehouse College
First full-time job: Staff auditor, Arthur
Andersen & Co.

Favorite podcast: "How I Built This"

Maura Hodge
ESG audit leader, KPMG
Hodge supported the creation of KPMG's
sustainability practice over a decade ago,
and has not only led its largest ESG
engagements, but become a thought
leader and pioneer of what this work will
look like in the future.

Born: Baltimore, 1959
College: Loyola University, Johns Hopkins
University

First full-time job: Junior accountant,
Finance Company of America
Favorite podcast: "Disrupt Disruption"

Tom Hood
EVP business engagement and
growth, AICPA
In his role at the AICPA, Hood is taking his
legendary energy, imagination and ability
to foresee the future, and focusing them
specifically on management accountants,
Finance.
Born: Baltimore, 1959
College: Loyola University, Johns Hopkins
University

First full-time job: Junior accountant,
Finance Company of America
Favorite podcast: "Disrupt Disruption"

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A supplement to *Accounting Today*: **Top 100 People**



Kacee Johnson
VP of strategy and innovation,
CPA.com

Johnson plays an integral role in many of CPA.com's most prominent programs, including its Startup Accelerator (which is helping develop crucial tools for the profession); the AICPA Town Hall (which has retained its pandemic-era popularity); major symposiums on blockchain and ESG; and a host of other initiatives.

Born: Las Vegas, 1980

College: University of Arizona

First full-time job: Director of operations, Rialto Theatre



Randy Johnston
CEO and founder, EVP, NMGI and
K2 Enterprises

The shift to more virtual events has not slowed Johnston down in his work delivering a steady stream of presentations on strategic technology, better equipping practitioners with the tools and innovative services key to their success.

Born: Hutchinson, Kansas, 1955

College: Hutchinson Community College; Kansas State University; Wichita State University

First full-time job: Programmer and system designer, Farmland Industries

Favorite podcast: "Success in Accounting"



Richard Jones
Chair, FASB

Even as the Financial Accounting Standards Board continues to produce a constant flow of proposals and updates, Jones has reset its research and standard-setting agendas this year, pausing some projects and taking on others in areas like ESG and digital assets.

Born: Washingtonville, New York, 1965

College: SUNY Binghamton

First full-time job: Staff accountant, Ernst & Whinney

Favorite podcast: "Business Wars"



Edward Karl
VP, tax policy & advocacy, AICPA

As one of the institute's point people on tax, Karl is an important liaison between the profession and Washington, pushing Congress and the IRS to do better in terms of smarter legislation, better administration, and improved service.

Born: Washington, D.C., 1954

College: University of Maryland

First full-time job: Junior accountant, Lewis Kest CPA

Favorite podcast: "Simply Tax"



Roman Kepczyk
Director of firm technology
strategy, Right Networks

Think of Kepczyk as a sort of outsourced IT director for the profession, offering guidance to hundreds of firms on digital best practices and technological opportunities through his work at Right Networks, his frequent speaking engagements, and his many articles and publications.

Born: Berlin, Germany, 1961

College: Arizona State University

First full-time job: Staff accountant, Wolfswinkel Group Inc.

Favorite podcast: "AICPA Town Hall"



Ed Kless
Meta consultant, Sage

Kless often discusses the importance of language, diving into linguistic origins and meanings in his many speaking engagements, and how these definitions relate to the modern, entrepreneurial-minded professional. It's an apt passion, given the impressive reach of his words, most commonly through the very

popular podcast he co-hosts on the knowledge economy.

Born: Brooklyn, N.Y., 1966

College: Pace University

First full-time job: Junior management advisory services consultant, Hoffman Raich Fine CPA Group

Favorite podcast: "EconTalk"



Paul Knopp
Chair and CEO, KPMG

Knopp is demonstrating his commitment to technology and innovation with major investments in areas ranging from new audit tools to the collaboration hub in the metaverse that KPMG launched in June, and similarly demonstrating a commitment to the firm's people with a \$160 million investment in salaries earlier this year.

Born: Fredericksburg, Texas, 1959

College: University of Texas at Austin

First full-time job: Assistant accountant, KPMG



Allan Koltin
CEO, Koltin Consulting Group

If you are reading about a merger, chances are high Koltin was the man behind the curtain, helping orchestrate transactions and advise firms along the way, even as his acumen remains in demand for guiding leaders through myriad other practice issues.

Born: Milwaukee, 1957

College: University of Wisconsin – Madison/University of Wisconsin – Milwaukee

First full-time job: Director, Nankin, Schnoll (now BDO)



Rene Lacerte
CEO and founder, Bill

Accountants are only as strong as their relationships — with clients, with colleagues and, more critically than ever, with their technology providers — a fact that Lacerte understands as the orchestrator of many partnerships with accounting firms and with other software vendors, helping Bill remain an in-demand staple of every tech-savvy practitioner's ecosystem.

Born: Fairfax, Virginia, 1967

College: Stanford University

First full-time job: Senior consultant, PwC

Favorite podcast: "How I Built This"



Bob Lewis
President, The Visionary Group

Lewis and his team have only added to the roster of large firms they work with on topics ranging from advisory services to capacity planning to M&A, and his speaking engagements have similarly expanded as new challenges arise.

Born: Chicago, 1959

College: DePaul University

First full-time job: Internal auditor, DoALL



Julie Bell Lindsay
CEO, CAQ

Lindsay leads the Center for Audit Quality in its twofold mission: promoting quality within the profession, and promoting the profession to the world, whether that's through public reports on important trends in auditing, or developing high school curricula to encourage more young people to study accounting, or any of a number of other initiatives to expand the talent pipeline and help with diversity.

Born: Sidney, Ohio, 1970

College: Ohio State University; Vanderbilt University Law School

First full-time job: Associate, Wilson Sonsini Goodrich & Rosati



Tamera Loerzel
Partner, ConvergenceCoaching

While remote working and work-life balance, which Loerzel and team have long championed, may no longer be radical concepts, she continues to fly the flag for a number of similarly challenging ideas that need to be normalized to build the next-generation firm.

Born: Minneapolis, 1966

College: University of North Dakota

First full-time job: Business solutions sales associate, Gaffney's Office Solutions

Favorite podcast: "Everything Happens"

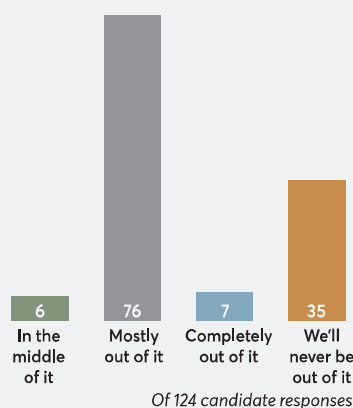


Charles Maniace
VP, regulatory analysis and
design, Sovos

Maniace is making it his mission to guide everyone through the current minefield of sales tax issues — by keeping Sovos' tools up to date on the latest regs, but also by educating sales tax pros and advocating for clear, reasonable and implementable rules from states and other jurisdictions.

Status check

We asked this year's candidates: Where do you feel we are in terms of the COVID-19 pandemic?



Born: North Andover, Massachusetts, 1968
College: Bentley College; Boston University School of Law
First full-time job: New business representative, Keyport Life Insurance Co.
Favorite podcast: "Hidden Brain"



Stephen Mankowski
 Co-chair, National Tax Policy Committee, NCCPAP

Mankowski is a crucial conduit between small tax and accounting practitioners and the federal government, bringing the concerns of the members of the National Conference of CPA Practitioners to the IRS and Congress, and bringing back important intelligence on tax laws, regulations and the legislative environment.

Born: Philadelphia, 1965
College: La Salle University
First full-time job: Staff auditor, Coopers & Lybrand



Jason Marx
 President & CEO, Wolters Kluwer Tax & Accounting, North America

Marx and his team combine their innovation chops with a deep understanding of the needs, habits and workflows of tax and accounting professionals to continually improve one of the most widely used suites of tools in the field.

Born: Detroit, 1966
College: University of Michigan; DePaul University
First full-time job: Account executive, Household Finance Corporation
Favorite podcast: "12 Geniuses"



Anoop Mehta
 Chief strategist, chair, AICPA; chair, Association of International Certified Professional Accountants

With pandemic restrictions loosening as he took up his post, Mehta was determined to share his passion for the profession with as many people in person as possible, and he's making it happen: In his first five months as chair, he spoke to over 2,000 students, 50 faculty members, and over 700 members — and counting.

Born: Akola, India, 1960
College: University of Maryland
First full-time job: Intern, Science Systems and Applications Inc.

Solving the people problem

When asked what the most important issue facing the profession is, the war for talent was by far the most common response — but it wasn't the only one

Our talent shortage and ability to attract and retain the volume and quality of professionals needed to serve clients, the public, and assure the profession's success.

— **Susan Coffey**

Talent! The "talent drain", especially in advisory, is extremely concerning.

— **Jim Bourke**

The decreasing number of candidates seeking to become CPAs.

— **Ken Bishop**

Talent shortage and requisite skills; both are interrelated.

— **Tom Hood**

Mindset. We recognize that change is happening at an exponential rate, but organizations are still focusing on the safe center — their core — and not truly investing in the edge.

— **Kacee Johnson**

The most important issue facing the accounting profession is relevance... As I have said many times, "Solve the relevance issue and you'll solve the pipeline."

— **Todd Shapiro**

In prior years, I might have suggested staffing, or technology, or innovation. But, today, the word is "resilience."

— **Rick Telberg**

The audit profession is at a pivotal moment. Our profession will undergo more transformational change in the next five years than in the past 50.

— **Lara Abrash**

The IRS is facing unprecedented service challenges that have overlapped three tax filing seasons.

— **Edward Karl**

We need to upskill the profession and our future members in a way that goes beyond where the current college curriculum takes them.

— **Anthony Pugliese**

The profession has a diversity issue — our profession does not look like society at large.

— **Julie Bell Lindsay**

While many in the profession feel that staffing is the most important issue facing the accounting profession, I still feel that cybersecurity remains paramount.

— **Stephen Mankowski**

There is a fundamental disconnect between the business model that has been implemented by firms and the lifestyle and culture that their current or prospective team members want.

— **Darren Root**

The audit profession is underappreciated, or perhaps misunderstood.

— **Kevin Dancey**

Until we change the nature of the services we deliver, we will continue to be overworked, understaffed and underappreciated by our clients.

— **Geni Whitehouse**

As a result of the critical role trust plays in business, the profession — along with regulators and policymakers — is being tasked with determining how to disclose material nonfinancial information, such as ESG data on climate change, human capital management and more.

— **Wes Bricker**

Assurance services for sustainability reporting are a major issue.

— **Tracey Niemotko**

Although talent and managing complexity are clearly top issues, the evolution of the practice and services through technology advancement continues to be the greatest opportunity for the profession — and the best way to manage the talent and complexity challenges.

— **Erik Asgeirsson**

Removing the barriers around accessibility and affordability is a top priority for our firm and for the profession.

— **Julie Boland**

It's still the profession's business model. This is being challenged dramatically by the PE investments, consulting firms breaking off from traditional CPA firm services, and massive consolidation.

— **Sarah Dobek**

Its antiquated business model of selling time. It is the root cause of almost every other issue including but not limited to the [number] of folks with accounting degrees who do not pursue careers in public accounting.

— **Ed Kless**

Oftentimes, we hear digital transformation but it's really business transformation. Business transformation includes people — all people. How we attract, onboard, advance and retain the best and brightest is well aligned with inclusion objectives

— **Kimberly Ellison-Taylor**

CPAs need to do a better job of articulating the various opportunities that the CPA license affords.

— **Ralph Thomas**

The explosion of digital assets and the related tax issues have taken center stage.

— **Wendy Walker**

A supplement to *Accounting Today*: **Top 100 People**



Barry Melancon President and CEO, AICPA

Melancon sees further and more acutely into the future than anyone else in the profession — and then has the means, through his leadership of the largest combined membership group of accountants in the world, to create the programs, initiatives, guidance and resources that the profession will need to adapt.

Born: Houma, Louisiana, 1958

College: Nicholls State University

First full-time job: Accountant, small CPA firm



Ed Mendlowitz Emeritus partner, WithumSmith+Brown

Mendlowitz's output — including blogs, articles, books, webinars, practice aids, his weekly *Accounting Today* column and much more — has remained sky-high over the years, and his acumen for identifying best practices that really matter to accountants is as sharp as ever.

Born: New York City, 1942

College: Baruch College

First full-time job: Junior accountant, J. J. Turner CPA



Elona Mortimer-Zhika CEO, Iris Software Group

With a series of high-profile acquisitions over the last two years (like cloud accounting pioneer Accountants-World at the start of 2022), Mortimer-Zhika has made a big entrance into the U.S. market, and has everyone watching to see what she'll do — or buy — next.

Born: Albania, 1979

College: University of Reading

First full-time job: Audit and assurance, Arthur Andersen

Favorite podcast: "The Diary of a CEO"



Tracey Niemotko Associate professor of accounting, Marist College

While she's an academic, there's nothing of the ivory tower about Niemotko, from her roles on the AICPA's Governing Council and with the New York State Society of CPAs, and her focus on the future of accounting education, to her recently published book on sustainability account-

ing and her engagement with shaping climate disclosure standards.

Born: Monticello, N.Y., 1961

College: Fordham University; Fordham University School of Law

First full-time job: Tenured, associate professor of accounting, Mount Saint Vincent College

Favorite podcast: Health and nutrition podcasts



Jeremy Osborn Global head of ESG, AICPA & CIMA

With a deep background in sustainability issues, both in public practice and at standard-setters, Osborn is well-qualified to lead ESG strategic initiatives at the AICPA and CIMA, working to build the profession's skill set in these areas while establishing them as a leading voice in reporting standards.

Born: Bristol, U.K., 1972

College: Lincoln College, University of Oxford

First full-time job: Commercial management trainee, Unilever



David Osborne CEO, Caseware

Long a mainstay of the auditor's toolkit, Caseware under Osborne has been staying at the forefront of the technological revolution going on in audit, not least by powering tools like the AICPA's forthcoming Dynamic Audit Solution.

Born: Toronto, Canada, 1969

College: Colorado State University; University of Georgia

First full-time job: Sales, iGATE Global Solutions

Favorite podcast: "The Daily"



Jody Padar VP of tax strategy & evangelism, April

Wherever she turns, Padar finds new ways for accountants to rethink, retool and reimagine their practices, usually with a strong dose of new technology mixed in. Right now, she's focused on what's next for tax practices, from devising new advisory models to the emerging role of artificial intelligence in the field, and much more.

Born: Chicago, 1972

College: Saint Mary's College; Northern

Illinois University

First full-time job: Tax technology associate, Price Waterhouse

Favorite podcast: "The Learning Leader Show with Ryan Hawk"



Hitendra Patil Author, "The Definitive Success Guide to CAS"

Patil made his name with his evangelical fervor for CAS (he literally wrote the book, after all, along with a host of research-based articles, presentations and podcast appearances), but he's expanding beyond that to address firmwide practice enhancement, tech-stack transformation, and growth strategies.

Born: Mumbai, India, 1967

College: Sathaye College; University of Mumbai; Symbiosis Institute of Management Studies

First full-time job: Senior officer, Reliance Consultancy Services

Favorite podcast: "Ultimate Entrepreneur"



Carl Peterson VP, small firm interests, AICPA

A small-firm veteran himself, Peterson is dedicated to their success, advocating for them at all levels to make sure their voices are heard in the halls of power, and sharing best practices and valuable guidance with them through in-person meetings, presentations, and the AICPA's Small Firm Update series.

Born: Peoria, Illinois, 1958

College: Kansas State University

First full-time job: CPA, Perfetti & Kopischke

Favorite podcast: "Welcome to the Metaverse"



Scott Peterson VP of U.S. tax policy and government relations, Avalara

Peterson isn't just a renowned expert on all things related to sales and other indirect taxes — he's also a staunch advocate of businesses partnering with accountants and tax professionals to get better advice and ensure compliance.

Born: Mobridge, South Dakota, 1955

College: Black Hills State University; University of South Dakota

First full-time job: Research analyst, South

Dakota Legislative Research Council



Anthony Pugliese President and CEO, IIA

A seasoned association executive in the accounting space, Pugliese has hit the ground running by developing the Institute of Internal Auditors' first global strategic plan to unite 220,000 internal auditors around the world, and is embarking on an ambitious overhaul of global internal audit standards.

Born: Jacksonville, Florida, 1967

College: University of North Florida

First full-time job: Audit associate, Deloitte & Touche

Favorite podcast: "Dose of Leadership"



Terry Putney Managing director, Whitman Transition Advisors

Putney is one of the most highly sought-after sources of advice and guidance on M&A and internal succession planning, and the combination of his and his partner Joel Sinkin's group with Phil Whitman will only amplify their influence.

Born: Kansas City, Missouri, 1954

College: University of Kansas

First full-time job: Staff accountant, Donnelly Meiners & Jordan CPAs

Favorite podcast: "Inspired Ideas"



Kristen Rampe Managing partner, Rosenberg Associates

Rampe's partnership with Marc Rosenberg in April will only increase both of their abilities to help more owners grow their firms. Besides her frequent articles and public appearances, Rampe is also influencing the next generation of firm leaders through the Millennial Managing Partner Roundtable she established.

Born: Detroit, 1978

College: Butler University

First full-time job: Audit associate, PwC

Favorite podcast: "A Way with Words"



Ben Richmond U.S. country manager, Xero

Richmond's passion is to empower accountants and bookkeepers to support small businesses, delivering them the tools and guidance they need to

deepen their roles as trusted advisors.
Born: Hawke's Bay, New Zealand, 1987
College: University of Canterbury
First full-time job: Accountant, Brown Webb Richardson Chartered Accountants
Favorite podcast: "The Cloud Accounting Podcast"



Michelle Golden River

Owner/president, Fore

The worth-based pricing approach that River has proselytized for nearly a decade has transformed numerous firms, and this past year she hit a special milestone as her Advanced Pricing Methods were introduced to the largest firm yet, with over \$1 billion in revenue.
Born: Long Beach, California, 1966
College: Columbia College
First full-time job: Staff accountant, Coopervision



Darren Root

Chief strategist, Right Networks

As a practitioner himself, Root knows what it takes to run a firm, while as a consultant, educator and thought leader, he knows what it takes to lift a firm to the next level, and he shares both with accountants everywhere.
Born: Bedford, Indiana, 1960
College: Indiana University
First full-time job: Staff accountant, Deloitte Haskins and Sells
Favorite podcast: "All-In with Chamath, Jason, Sacks & Friedberg"



Marc Rosenberg

Managing partner and founder, Rosenberg Associates

Rosenberg's mammoth library of monographs on how to manage a firm should be on the shelf of every leader in public accounting, and once they're done reading that, they can start catching up on his twice-weekly blog.
Born: Chicago, 1948
College: University of Illinois at Chicago
First full-time job: Staff, Ernst & Young
Favorite podcast: "The AI Franken Podcast"



Tim Ryan

U.S. chair and senior partner, PwC

Under Ryan, PwC is doubling

down on the importance of trust — making it the core of last year's restructuring of the firm into two major segments (with one called "Trust Solutions"), and committing \$300 million over three years in a program that includes its Trust Leadership Institute and major initiatives for diversity.
Born: Dedham, Massachusetts, 1965
College: Babson College
First full-time job: Grocery store clerk, Roche Brothers Supermarket
Favorite podcast: "Masters of Scale"



Guylaine Saint Juste

President and CEO, NABA

Saint Juste and her team are dedicated to elevating Black accountants, bolstering the pipeline of this underrepresented population through its Accounting Career Awareness Program and expanding scholarship initiatives, while also collecting data that put numbers behind the profession's desire to be more diverse.
Born: Haiti, 1969
College: George Mason; University of Virginia
First full-time job: Expeditior, Hecht's
Favorite podcast: Brené Brown podcasts



Peter Scalise

Founding chair, Alzheimer's Association Accounting Industry Leadership Council

His day job at Top 100 Firm Prager Metis is impressive enough, but Scalise wields the widest influence in encouraging large-scale philanthropy and social responsibility across the profession: His work founding the AILC — which over the past few years has brought together several dozen firms to raise nearly \$2 million — is one example of the many campaigns he has created to unite accountants everywhere in doing good.

Born: New York City, 1972
College: Hunter College; Pace University
First full-time job: Tax compliance associate, Ernst & Young



Gary Shamis

CEO, Winding River Consulting

When Shamis was managing partner of a fast-growing firm, he was considered one of the best, and now that he's consulting on strategy, leadership and

What would you change in accounting?

The T100's most common answers were more effectively marketing accounting careers and stepping up DEI

I would address the dogma associated with the profession that for many will inhibit open-minded, adaptable thinking, and ultimately diminish the entrepreneurial spirit and the freedom to express creativity as a business owner.

— Darren Root

The fifth-year requirement for getting a CPA license.

— Philip Whitman

Workload compression and hustle culture. It's unhealthy and another reason the profession is less attractive than other jobs.

— Kristen Rampe

The outdated business model too many firms continue to follow — being everything to everyone.

— Lee Frederiksen

I would like to see the gap close between technical and advisory skills.

— Bob Lewis

Get rid of the partner model and adopt a corporate model.

— Gale Crosley

We need to find ways to make accounting more relevant, and get out of the compliance mindset.

— Alan Anderson

Too many followers and not enough leaders.

— Gary Shamis

Right now, I'd put next-generation leaders into firm leadership positions within their firms. I'd pay them more, give them responsibility for running their firms, and empower them to make the business model changes necessary.

— Jennifer Wilson

I would like to see the profession embrace automation, outsourcing and gig work more.

— Donny Shimamoto

Our profession's myopia keeps us mired in old ways.

— Michelle Golden River

Besides losing our monopoly on the audit, the most important change the profession needs to make is to innovate its business model. The old "We sell time" model is dead, but many firms refuse to hold the funeral.

— Ron Baker

The profession is going to have to address and remedy the perception (and reality) of improving opportunities for work/life balance.

— Ken Bishop

The perception of all of the crazy hours that are worked.

— Stephen Mankowski

Compression of workload and burnout of people due to deadlines. Build firms with a mix of CPAs, consultants, MBAs and data analysts. Then adapt the previous business model, so people have fulfilling careers, less burnout, and are happy.

— Angie Grissom

The standard age of retirement. I think for the most part, most people are living longer and want to continue to work past the age of 62.

— Julio Gonzalez

I think it's important for accountants to speak the language of their clients. Accounting is the language of business, but accounting is so much more than the nitty-gritty of the numbers.

— René Lacerte

A supplement to Accounting Today: Top 100 People

digital transformation, firms of all sizes are seeking out his wise counsel.

Born: Cleveland Heights, Ohio, 1953
College: Tulane University; Ohio State University
First full-time job: Staff accountant, Touche & Ross
Favorite podcast: "The Daily"



Todd Shapiro
 President and CEO,
 Illinois CPA Society

Shapiro may have announced his retirement for early next year, but it's a certainty that he will remain an important voice pushing the profession to come up with innovative solutions to both long-term problems and brand-new challenges right up until his last day — and likely beyond.

Born: Kankakee, Illinois, 1957
College: University of Illinois at Urbana-Champaign; DePaul University
First full-time job: Internal auditor, Continental Illinois National Bank



Donny Shimamoto
 Founder and managing director,
 IntrapriseTechKnowlogies LLC

Shimamoto is a go-to speaker and thought leader on all things technology, which he also tackles as an outsourced CIO; what's more, through his Center for Accounting Transformation he's working to provide a framework for accountants to leverage innovation to advance the profession on many fronts.

Born: Honolulu, Hawaii, 1975
College: University of Hawaii at Manoa
First full-time job: Associate, Coopers & Lybrand



Seth Siegel
 CEO, Grant Thornton

Siegel took the helm just as his Top 10 Firm was reporting 17% growth, and he intends to perpetuate that by sharpening Grant Thornton's focus on its integrated offerings across audit, tax and advisory services, while staying on the

cutting edge of innovation with a steady release of new technology solutions.

Born: New York City, 1972
College: Florida Atlantic University
First full-time job: Associate, Grant Thornton
Favorite podcast: NPR's "Planet Money"



Lisa Simpson
 VP of firm services, AICPA & CIMA

A familiar face to many through her involvement in the institute's Town Hall series, Simpson and her team are encouraging firms to reevaluate their business models, and guiding them through the necessary transition with the Private Companies Practice Section's wealth of resources; she also leads the AICPA and CIMA's DEI team.

Born: Danville, Kentucky, 1964
College: Eastern Kentucky University
First full-time job: Staff accountant, Ernst & Whinney
Favorite podcast: "Dare to Lead"



Joel Sinkin
 Managing director,
 Whitman Transition Advisors

Sinkin and his partner Terry Putney are well known as trusted sherpas on the perilous paths of firm M&A and succession planning, so it's no surprise they managed their own successful merger this year, creating a partnership with Phil Whitman that will boost their reach and influence.

Born: Brooklyn, N.Y., 1958
College: SUNY Brockport
First full-time job: Sales representative, Kem Manufacturing



Rick Telberg
 CEO, CPA Trendlines Research

More than half a million followers and subscribers rely on Telberg for the "actionable intelligence" — timely research and survey data, best practices, executive briefings, insights from a large stable of A-list columnists and more — that the former *Accounting Today* editor-in-chief delivers on a constant basis.

Born: New York City, 1956
College: New York University; CUNY Baruch
First full-time job: Sales clerk, Radio Shack
Favorite podcast: "The Prof G Pod"



Ralph Thomas
 CEO and executive director, New Jersey Society of CPAs

Thomas' more than two decades of representing accountants in New Jersey, Washington, D.C., and beyond may come to an end with his retirement next June, but his work to expand the CPA pipeline and bolster efforts at DEI will serve the profession well long after that.

Born: Washington, D.C., 1954
College: Lehigh University
First full-time job: Staff accountant, Price Waterhouse

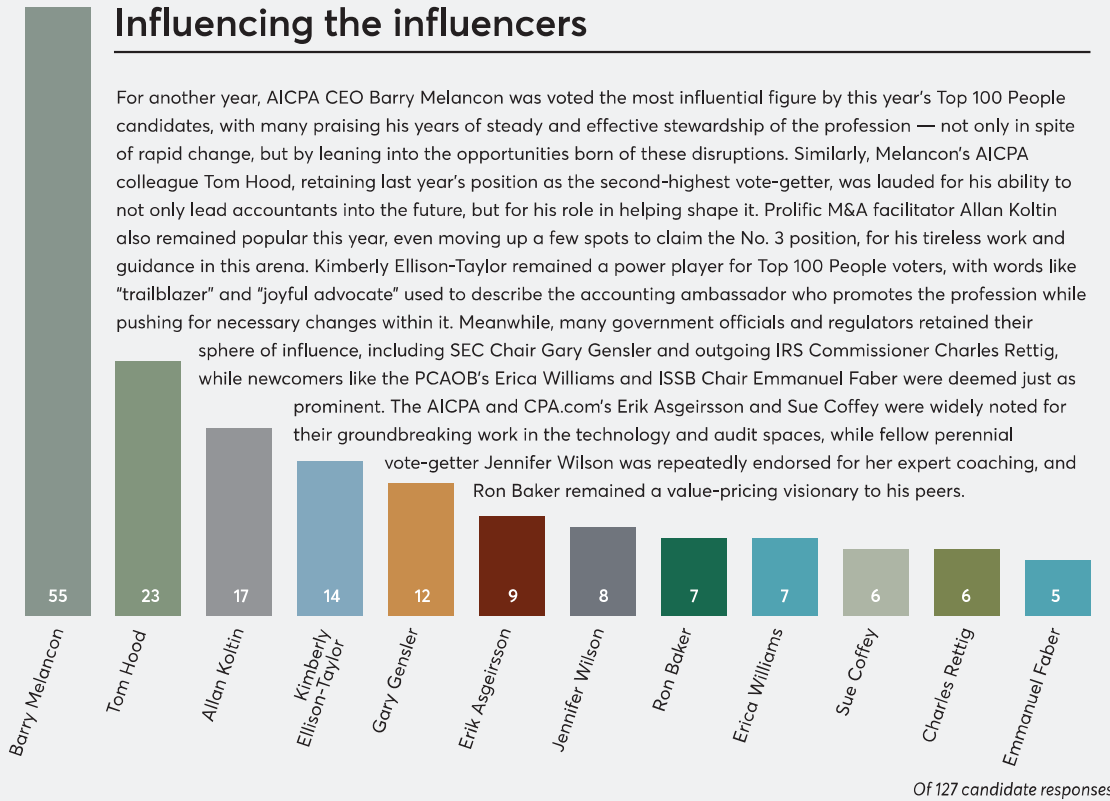


Jeffrey Thomson
 President and CEO, IMA

Thomson is part of a cadre of highly regarded association executives who will be retiring in 2022, but he leaves the Institute of Management Accountants vastly expanded in its membership and its global reach, and with a greatly enhanced

Influencing the influencers

For another year, AICPA CEO Barry Melancon was voted the most influential figure by this year's Top 100 People candidates, with many praising his years of steady and effective stewardship of the profession — not only in spite of rapid change, but by leaning into the opportunities born of these disruptions. Similarly, Melancon's AICPA colleague Tom Hood, retaining last year's position as the second-highest vote-getter, was lauded for his ability to not only lead accountants into the future, but for his role in helping shape it. Prolific M&A facilitator Allan Koltin also remained popular this year, even moving up a few spots to claim the No. 3 position, for his tireless work and guidance in this arena. Kimberly Ellison-Taylor remained a power player for Top 100 People voters, with words like "trailblazer" and "joyful advocate" used to describe the accounting ambassador who promotes the profession while pushing for necessary changes within it. Meanwhile, many government officials and regulators retained their sphere of influence, including SEC Chair Gary Gensler and outgoing IRS Commissioner Charles Rettig, while newcomers like the PCAOB's Erica Williams and ISSB Chair Emmanuel Faber were deemed just as prominent. The AICPA and CPA.com's Erik Asgeirsson and Sue Coffey were widely noted for their groundbreaking work in the technology and audit spaces, while fellow perennial vote-getter Jennifer Wilson was repeatedly endorsed for her expert coaching, and Ron Baker remained a value-pricing visionary to his peers.



reputation for supporting its members through difficult times.

Born: Paterson, N.J., 1955

College: Montclair State University

First full-time job: AT&T Analytical Support Center

Favorite podcast: "On the Air"



Joe Ucuzoglu
CEO, Deloitte

Under Ucuzoglu, Deloitte's U.S. firm has made massive investments in diversity, AI and other hot-button issues — and seen them pay off, establishing the Big Four firm as a leader in the areas that matter most. Soon he'll have the chance to do that on a global scale, when he takes over as Deloitte's global CEO.

Born: Los Angeles

College: University of Southern California

First full-time job: Audit intern, Deloitte & Touche



Barbara Vanich
Chief auditor and director of professional standards, PCAOB

Though she was only officially made chief auditor in October, Vanich has been serving in an acting capacity for almost two years, and has been with the board for over a decade, so she's familiar with the challenges she and her team face as they look to modernize the PCAOB's standards in line with its ambitious new standard-setting agenda.

Born: Pittsburgh, 1969

College: Point Park

First full-time job: Bookkeeper, Iconnex



Wendy Walker
Solutions principal, Sovos

In addition to her day job growing Sovos' tax and regulatory reporting business, Walker has emerged in the media and elsewhere as a sought-after expert on the tax implications of a number of emerging technologies, including blockchain, digital currencies and nonfungible tokens.

Born: Portland, Oregon, 1973

College: Franklin University; Ohio Dominican University

First full-time job: Project manager, Abercrombie and Fitch

Favorite podcast: "The Tax Files"



Charles Weinstein
CEO, Eisner Advisory Group

Long respected for his leadership at EisnerAmper, Weinstein achieved greater prominence this year as a pioneer of a new type of firm driven by an infusion of private equity capital. Along with his counterparts at other firms that have allied with PE, like Citrin Cooperman, Schellman and Cherry Bekaert, Weinstein will be a model for leveraging this opportunity — and avoiding any pitfalls.

Born: Brooklyn, N.Y., 1957

College: SUNY Binghamton

First full-time job: Staff accountant, Maxwell Schmerler & Co.

Favorite podcast: "On the Air: Accounting Today"



Geni Whitehouse
Countess of communication, Even a Nerd Can be Heard

Whitehouse shows accountants how to be the most impactful advisors they can be at a time when their clients desperately need this kind of holistic guidance.

Born: Atlanta, 1959

College: University of North Carolina at Chapel Hill

First full-time job: Staff accountant, Deloitte Haskins & Sells

Favorite podcast: "Earmark Accounting"



Philip Whitman
CEO, Whitman Transition Advisors

Whitman's merger with Terry Putney and Joel Sinkin's Transition Advisors has taken his influence to a new level, even as he's emerging as a go-to expert on one of the big trends of the day: the growing interest in investing in the profession from private equity firms and other deep pockets.

Born: Brooklyn, N.Y., 1962

College: Rutgers University

First full-time job: Staff accountant, Price Waterhouse & Co.

Favorite podcast: "7 Good Minutes Daily Self-Improvement Podcast"



Sandra Wiley
President, Boomer Consulting

Leaders navigating the ongoing transformation of the profession need the kind of confidence and wisdom Wiley can

instill as they adopt new models to improve their bottom lines and, crucially, their recruitment and retention efforts.

Born: Stafford, Kansas, 1960

College: Friends University

First full-time job: Working at the local grain elevator

Favorite podcast: "Maxwell Leadership"



Erica Williams
Chair, PCAOB

Williams has brought new energy to the Public Company Accounting Oversight Board: In her first year, the audit overseer has overhauled its agenda, begun work on updating standards, made significant progress in negotiations over access with Chinese regulators, relaunched important advisory groups, and — perhaps most tellingly — levied a record amount of penalties against audit firms.

Born: Raleigh, N.C., 1973

College: University of Virginia

First full-time job: Litigation associate, large law firm

Favorite podcast: "This American Life"



Jennifer Wilson
Co-founder and partner, ConvergenceCoaching

Besides facilitating leadership retreats, teaching courses on optimizing workplaces, creating frameworks for change management, and conducting an industry-leading survey on flexible and remote work, Wilson somehow finds time to personally coach a large swath of managing partners and future leaders.

Born: Hahn Air Force Base, Germany, 1964

College: University of Nebraska Omaha

First full-time job: Regional sales manager, Pro Systems

Favorite podcast: "We Can Do Hard Things with Glennon Doyle"



Joe Woodard
CEO, Woodard

Woodard is familiar to many as the man behind Scaling New Heights, one of the biggest technology events in the profession, but he's expanding well beyond that, helping tens of thousands of practitioners through one-on-one and group coaching, a regular podcast, the widely read "Woodard Report," webinars, fireside

chats, and much more.

Born: Savannah, Georgia, 1967

College: Mercer University; University of New Orleans

First full-time job: Associate, Allen & Baxter

Favorite podcast: "The Soul of Enterprise"



Candace Wright
Chair, Private Company Council

Wright is the voice of private businesses in the setting of accounting standards, putting their concerns and issues before FASB so they can be reflected in future GAAP, while also being active in the ongoing revolution in auditing being led by the AICPA.

Born: Baton Rouge, Louisiana, 1962

College: McNeese State University

First full-time job: Accountant, pharmaceutical sales company



Janet Yellen
U.S. Secretary of Treasury

An uncertain economy and the specter of a serious downturn would put the former Fed chair in the spotlight anyway, but her assurances about how the \$80 billion slated for the IRS in the Inflation Reduction Act will be spent mean she'll play an important role in a subject of keen interest to tax practitioners.

Born: Brooklyn, N.Y., 1946

College: Pembroke College in Brown University; Yale University

First full-time job: Assistant professor of economics, Harvard University



Diane Yetter
President and founder, Yetter Consulting Services & Sales Tax Institute

Yetter is not just educating a whole generation of sales tax professionals — the self-proclaimed "Sales Tax Nerd" is also helping raise their profiles as valuable players both inside companies and as advisors to businesses.

Born: Chicago, 1963

College: University of Kansas; DePaul University

First full-time job: Sales tax auditor, Kansas Department of Revenue

Favorite podcast: "Renegades: Born in the USA" and "Smartless"