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accounting profession. They are all active in the professional community, as well as in their local communities, where many are small business owners and employers.

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Kacee Johnson – 35

Founder, [Blue Ocean Principles](#)

San Diego, California

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What is the name of one book that has been a great influence to you?

Blue Ocean Strategy, it is the book that led me to my company name and the principles that I deploy with each client that I work with.

In what ways have you contributed to your firm/company to make it better?

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profession and improve the user experience, as well as collaborate with different thought leaders to help build better solutions.

In what ways do you participate in your local community to help others?

We adopted Solana Beach in Northern San Diego this past May and do a quarterly beach cleanup. Doing our part to keep wildlife and the environment safe as well as clean is something very near and dear to my heart.

What changes do you foresee in the accounting profession of the near future (3-5 years)?

With all the great SaaS applications readily available to accountants and their clients, not only is the hourly billing model going to be obsolete but so are the more traditional ways that Accountants engage with clients. The demand is changing and so will the firms; I believe the accounting profession will see a big change in service offerings to be more focused on predictive financial analysis to offer higher value to the client.

How do you see yourself participating in shaping the future of the accounting profession?

I am committed to helping firms build better brands while strategically planning for the future. Defining themselves outside the regular boundaries and differentiating their practice so they can charge for value and not worry about price wars. I also hope to help the app developers have a better understanding of the unique needs of the users in this community. We need to listen more and value the client perspective.

What is your career philosophy?

Don't worry about what anyone else is doing, focus on your strengths (whether that be as a company or as an individual) and your star will shine brighter than the rest.

Describe one person who has been an important mentor to you and how that

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