CPA

Practice **Advisor**

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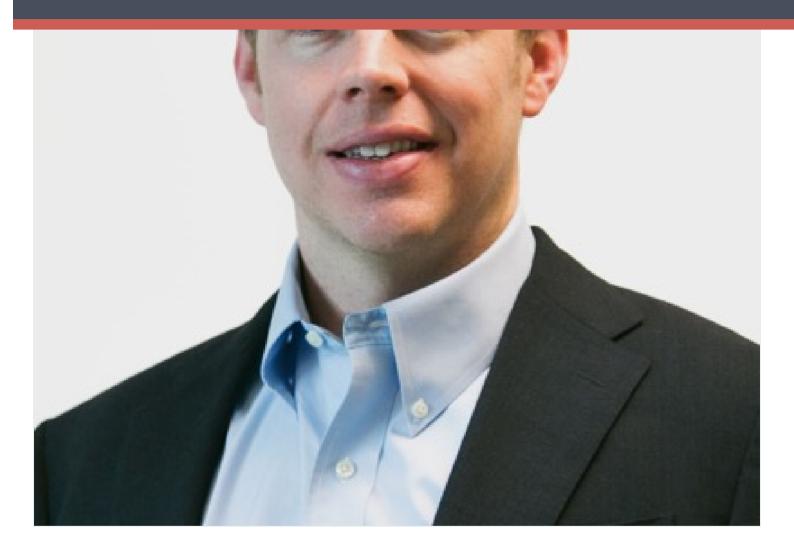
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Sep. 16, 2015

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Roy Keely – 34

VP of Market Strategy

Xcentric

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

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

I am a driver, and I am restless. This combo has an equal opportunity to create chaos (and it has at times), but it's largely a positive in a business where obstacles are many and the market is highly competitive. I have yet to lose my energy after many years at Xcentric and have been able to drive change organizationally, tweak products & services, and change the way we sell and market.

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

CRMs will begin to gain traction! Despite their almost 100% failure rate amongst firms to date, I think firms will begin to understand that they cannot proactively support their clients without a CRM as the hub of the effort. In this vein, marketing automation software should also start to take root as firms lack the tools to be proactive and need a more sophisticated way to email to make that happen.

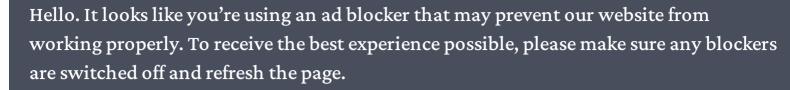
How do you see yourself participating in shaping the future of the accounting profession?

While I am neither a technologist nor an accountant, I have an opportunity to be a bridge of communication and vision across the two unique professions. I hope to continue to provide tangible steps that allow firms to take advantage of the leverage technology provides their practice.

What is your career philosophy?

Take work home. Take home to work.

Describe one 1	person who	has been ar	n important	mentor to	you and how	that



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See all of the "40 Under 40" honorees for 2015.

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