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their local communities, where many are small business owners and employers.

Sep. 16, 2015

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**Roy Keely – 34**

**VP of Market Strategy**

**Xcentric**

**Alpharetta, GA**

**Twitter: @xcentric, @RoyKeely**

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

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