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**Kacee Johnson, MBA**

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### **must-read?**

Wired

### **2. In what ways have you contributed to your firm/company to make it better?**

I started the company so that I could have the freedom to work with people I enjoy, and on projects I believe in. Every day I get that opportunity; we help vendors better understand the accounting profession, and assist firms in building better brands to grow their practice.

### **3. In what ways do you participate in the professional community to change/improve the accounting profession?**

I speak at various conferences, host webinars throughout the year, I contribute to multiple industry publications, and I participate in different leadership committees/boards.

### **4. In what ways do you participate in your local community to help others?**

I am very passionate about the environment so we adopted 2 years ago Solana Beach in North County San Diego. We do a quarterly beach cleanup.

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

More business analytics and proactive consulting services popping up with less of a focus on bookkeeping and data entry. Technology is automating those pieces so to create value I think the accountants will shift their deliverables to the higher fee services.

### **6. How do you see yourself participating in shaping the future of the accounting profession?**

I hope to have an impact in how we communicate with each other, engage prospects, and understand what the true pain points are so we can deliver solutions that work. Both by the vendor to the accountant, and by the firm to their clients.

## 7. What is your career philosophy?

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pushes you to see the other side and bigger picture.

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