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**Aaron Berson, CPA, MSA**

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Professional Associations/Memberships (please include any leadership roles):AICPA, NYSSCPA/ NYSCPA – Committee for Technology and Entrepreneurship, Xero Ambassador for NYC, Adjunct Professor at NYU

When I think about my career and its highlights I can think of only one thing, the network of companies and individuals who have held me up and helped me spearhead change at a top 20 firm. We have been bringing a business line to a firm that could never have cost effectively perform previously.

Getting invited to Expensicon was an honor and catapulted my network 10 years into the future, I was able to speak with visionaries in the industry and share what I was doing within EisnerAmper. I received support, advice and encouragement that what we were doing was impressive by the standards of others in similar positions. We have been building a technology stack and workflow to rival the best while layering in the service and quality that only EisnerAmper can!

Another huge highlight was the day I walked into our CEO's (Charles Weinstein) office to share what we built, and could continue to for our firm. I even asked him to lunch! As a newly promoted senior in the firm I was shaking and could never have imagined how open he would be and how much of an interest he would take in my vision. All my advisors told me to hold off on approaching him, I saw no way to expedite change better than to go straight to the top and take the chance of my career!

Once I realized my ideas were not common in the industry I told them to anyone who would listen as a select few did for me at the beginning. I have helped vendors build better products for the industry by always giving critical, honest and constructive feedback even when not asked. I speak about efficiency, cloud

accounting and the way milleneals will impact, change and lead the profession, the

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interaction I have and to have fun doing it!

### **Favorite influencer(s) (authors, bloggers, mentors, speakers, etc.)**

My mentor Michael Lopez has been my sounding board, my biggest support and my friend.

My favorite influencers are those who have been the most Human, down to earth and passionate. I would say Clayton Oates and Geni Whitehouse have impacted me the most with their words and their actions. I have had the privilege to listen to them present with their own style of comedy and honesty. They each willingly speak of their journey and share their advice. I have never met two people whom I share more in common with when it comes to vision, driving ideology and passion. I can't thank you two enough for all you have done for the profession and me!

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Accounting

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