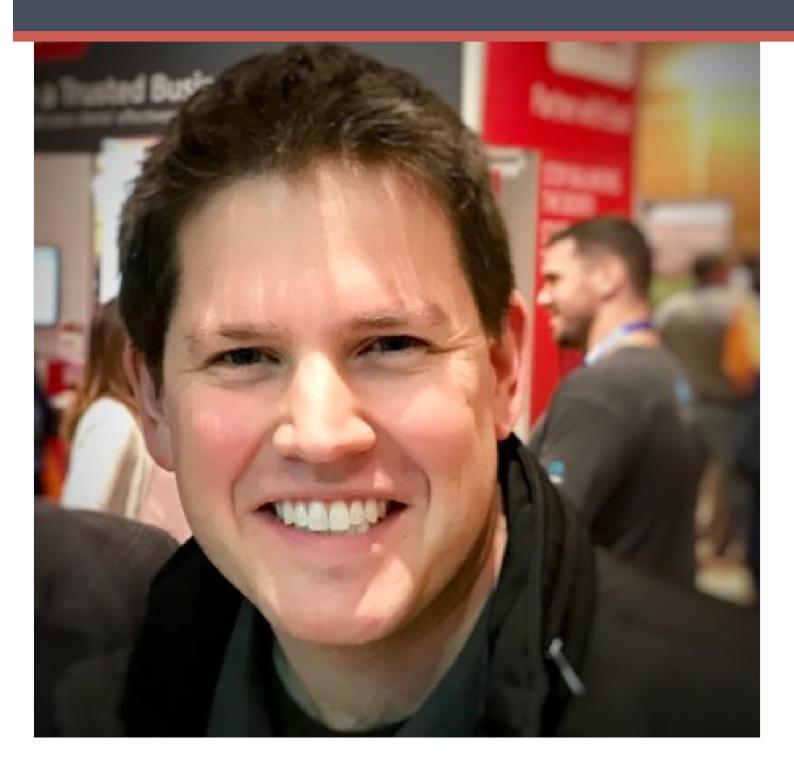
CPAPractice **Advisor**

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Blake Oliver

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In 2011, I started an online bookkeeping service called Cloudsourced Accounting. My partners and I had the explicit goal of disrupting the business models of traditional CPA firms and freelance bookkeepers. As a completely virtual firm, we were early adopters of Xero and other cloud-based accounting tools such as QuickBooks Online, Bill.com, and Expensify. Within three years, we had a team of twelve, serving about 200 customers across the United States. In 2015, Cloudsourced Accounting merged with HPC, a virtual CPA firm based out of Atlanta, Georgia, and I joined HPC as Director of Technology and Marketing. I then worked for Xero before joining Armanino LLP as a Manager on the Outsourced Finance & Accounting team.

In my spare time, I curate a weekly newsletter called Cloud Accounting Weekly. It's a free resource to accountants, bookkeepers, small business owners, and developers. Each week I share the best cloud accounting links I come across with my readers. It's my hope that the knowledge I'm sharing inspires others to take the leap and build a business they can be proud of.

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

These are a few of my favorite people in no particular order:

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conference

- Guy Pearson Building an amazing app called Practice Ignition
- Sholto Macpherson Editor of Digital First
- Karen Reyburn Master of marketing for accounting firms at The Profitable Firm
- Seth David This guy knows literally all the apps
- Scott & Patti Scharf The e-commerce accounting experts at Catching Clouds
- Caleb Newquist Editor of Going Concern
- David Leary Cloud accounting ecosystem evangelist
- Heather Smith Author of Xero for Dummies
- Jeff Maddux The "Lifestyle Accountant" redefining the career path of a CPA
- Gene Marks The most prolific CPA writer on the planet?
- Geni Whitehouse Makes boring subjects like accounting and technology interesting

Steph Hinds – Shaping the future of small businesses in Australia at Growthwise

Read about the other 40 Under 40 Honorees for 2017.

Accounting

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