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Elizabeth Adams, CPA

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whose speech applauded the shoulders of giants on which he stood. Similar to my fellow alumnus, I am a well-rounded and valuable consultant because of my strong and interesting clients. My work at Links Advisory is focused on cultivating digital organizations, thoughtfully implementing technology connecting the front office to the back office for small and mid-size brands and enabling clients to make better decisions faster.

Most recently, I am proud of sales reporting and cash management projects completed with companies in Dallas and Austin who are manufacturing and distributing jewelry, apparel, shoes, and other softgoods.

Thanks to the ecosystem of SAAS vendors serving this market, my client base has grown in quantity and quality over the last six years. As a manager of a boutique consulting firm, I enjoy participating in accounting technology industry events as a speaker and thought leader.

Favorite books/websites/speakers:

This year, I have been listening to biographies and memoirs of leaders such as John F. Kennedy, George W. Bush, Martin Luther, and Warren Buffett, observing their courage and conviction in different circumstances across different time periods. One of my favorite leadership books is a parable called "The Go Giver" by Burg and Mann; I often have sticky notes around to remind me about value, impact, influence, authenticity, and reciprocity.

What websites/magazines do you use to keep up on news of the accounting profession?

I read many LinkedIn updates from my professional network, emails from the professional groups like the AIPCA, and of course CPE training courses and events. I also find the software vendor updates helpful when they announce new features,

integrations, acquisitions, and other partner news. I also read through publications

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