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Jason Deshayes, CPA, CGMA

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professional and ended up back in public practice, leading the Raleigh outsourced accounting (Accelerate) practice of Elliott Davis. When I had my practice, I had dreamed of a firm that focused more on outsourced accounting and advisory, versus tax compliance; the opportunity at Elliott Davis brought that dream to fruition.

What are you doing to make a difference in the profession, your community, the world?

I endeavor to help business owners and nonprofits run their operations more smoothly by leveraging strong financial information to develop strategies that position their organizations for success. By doing that, I think they will have a big impact in the lives of others throughout our community and beyond.

Favorite books/websites/speakers that you find influential:

I really enjoy the podcast "How I Built This," as it explores entrepreneurs and innovators. What I especially like about the podcast is that, while nearly all of these companies have been hugely successful, they chart the whole course of the business. Often, this includes times of hardship. The stories of how these companies pushed through adversity provide great lessons that can be shared with my current business clients.

What do you see yourself doing professionally in 10 years?

I see myself continuing to lead our Raleigh Accelerate practice and growing its reach. Ultimately, I envision us serving businesses and nonprofits not just here in the Triangle, but throughout the country as we expand our niches.

What accounting conferences do you normally attend?

I generally try to attend AICPA Engage. I appreciate the variety of topics covered

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