



Ron Baker
Founder,
VeraSage Institute

Every year, more accountants buy into Baker's message about the need to switch to value pricing — and that means more and more are ready to hear his larger message about innovation, modernization and, most important, transformation.

Career Highlights: Founder, VeraSage Institute, 1998-present ... Partner, Baker & Barnett CPAs, 1987-2003 ... Senior accountant, KPMG, 1984-1987.

Other Affiliations: Radio host, "The Soul of Enterprise: Business in the Knowledge Economy," VoiceAmerica.com ... California Society of CPAs ... American Institute of CPAs' Group of 100 ... Author, "The Soul of Enterprise: Dialogues on Business in the Knowledge Economy;" "Implementing Value Pricing: A Radical Business Model for Professional Firms;" "Pricing on Purpose;" "Measure What Matters to Customers;" "Professional's Guide to Value Pricing;" "The Firm of the Future;" "Burying the Billable Hour;" "Trashing the Timesheet" ... Faculty member, Professional Pricing Society ... Foundation for Economic Education ... Competitive Enterprise Institute.

Education: San Francisco State University, 1984, BS Acctg. ... Santa Rosa Junior College, 1982, AA.

Personal: Born 1962, Santa Rosa, Calif. ... Single.

Blogs/Twitter: www.verasage.com/www.thesoulof-enterprise.com/@ronalbaker



Jon Baron
Managing director,
Professional Segment,
Thomson Reuters

Tax & Accounting

As a builder of tools used by countless tax and accounting pros, Baron is influential enough, but he matches that with thought leadership on where the profession needs to be headed, and how it needs to embrace a host of future trends to not get left behind.

Career Highlights: Managing director, Professional Segment, Thomson Reuters Tax & Accounting, 2011-present; president, Americas, Workflow & Service Solutions, 2010-2011; president, Thomson Reuters Tax & Accounting, Professional Software & Services, 2005-2009; executive vice president, accounting market, and president and CEO, Creative Solutions, 2004-2005; president and CEO, Thomson Reuters/Creative Solutions, 1998-2004; VP of product development, 1992-1998 ... VP of product development, national customer training and Western regional support, CCH, 1980-1992.

Education: Boston University, 1982, MBA ... Siena College, 1974, BBA Acctg.

Personal: Born 1952, Colchester, Vt. ... Married to Betsy ... Four children.



Joanne Barry
Executive director
and CEO, NYSSCPA

Barry may be the head of one of the oldest organizations of accountants anywhere, but her focus is strongly on what's new in the field, from the tax and accounting issues surrounding the marijuana industry

to diversity and the need to build a strong pipeline of new members of the profession.

Career Highlights: Executive director and CEO, New York State Society of CPAs, 2010-present; executive director, Foundation for Accounting Education, 2010-present; executive director, Moynihan Scholarship Fund, 2017; deputy executive director, 2008-2009; managing director of communications, 2006-2008; director, Communications Division, 1986-1989; assistant director of PR, 1981-1986. ... Assistant director of public information and publications editor, Hackensack Medical Center, 1980-1981 ... PR assistant, PR coordinator, New York City School Volunteer Program, 1977-1981.

Other Affiliations: American Society of Association Executives ... President, CPA Society Executives Association ... Montclair State University Accounting, Law and Taxation Advisory Board ... St. John University's Peter J. Tobin College of Business, Department of Accounting and Taxation Executive Advisory Board; Accountants Forum Board of Directors ... Board, New York Society of Association Executives ... Past national chair, AICPA Public Relations Conference ... National Press Club.

Education: New School for Social Research, MS ... Montclair State University, BA.

Personal: Born in Jersey City, N.J. ... Married to Edward ... Three sons.



David Bergstein
Evangelist, Accountant
Segment, Intuit

Few can match Bergstein's kaleidoscopic perspective — as a long-time practitioner himself who's also a veteran software executive, he brings all sides to his work educating countless other practitioners on how to adapt to a rapidly changing world.

Career Highlights: Evangelist, Accountant Segment, Intuit, 2013-present ... Director of strategic relationships, Wolters Kluwer Tax & Accounting, 2009-2013 ... Vice president of sales and marketing, AccTrak21, 2003 ... Manager of key accounts, Thomson Tax & Accounting/PPC, 2002-2003 ... Regional manager of channel, CPA2Biz, 2001-2002 ... Vice president of sales, AccountantsWorld, 1999-2001 ... Director of sales, Thomson Financial, 1992-1999 ... To regional sales manager, CLR Fast Tax, 1980-1987 ... From revenue agent to chief of technical section, IRS, 1970-1976 ... Accountant, Miller & Co. CPAs.

Other Affiliations: Adjunct instructor in accounting, Broward College ... AICPA ... Florida Institute of CPAs ... NATP ... Director of academic affairs/instructor, International College of Naples ... Assistant professor of accounting, Suffolk County Community College ... Former staff sergeant, U.S. Army Reserve.

Education: CW Post College, 1978, MST ... City College of New York, Baruch School, 1968, BBA.

Personal: Born 1946, Brooklyn, N.Y. ... Two children, two grandchildren.

Blog/Twitter: www.taxmaven.com / @davidbergstein



Wayne Berson
CEO, BDO USA

Now in his second term, Berson continues to pursue the strategies that made BDO the first new billion-dollar firm in years, with strategic mergers across the country, as well as strong initia-

tives for organic growth in consulting and advisory services.

Career Highlights: CEO, BDO USA LLP, 2012-present; chairman, Global Board of BDO International, 2014-present; member, Global Board, 2012-present; U.S. board chairman; regional managing partner for assurance; office managing partner, assurance; joined, 2001 ... Managing partner, Lang Group; partner; audit manager; joined, 1991 ... Audit senior to supervisor, Grant Thornton, 1987-1991 ... Audit staff to supervisor, Mazars (South Africa), 1983-1987.

Other Affiliations: Board, Center for Audit Quality, 2012-present ... Co-founder, BDO Institute for Non-profit Excellence ... Past member, PCPS Executive Committee, AICPA ... Past president, Greater Washington Society of CPAs ... Past board member, Global Alliance for Vaccinations and Immunizations.

Education: University of South Africa, 1986, Accounting Science ... University of Cape Town, 1983.

Personal: Born 1961, Cape Town, South Africa ... Married to Sandra-Lynn ... Three children.



Chandra Bhansali
CEO, AccountantsWorld

One of the original pioneers of the cloud for accountants, Bhansali continues to strengthen his portfolio of tools, while sharing his vision of a profession transformed by the possibilities offered by technology.

Career Highlights: CEO and co-founder, AccountantsWorld, 1999-present ... President and co-founder, Micro Vision Software Inc., 1986-2002 ... Manager, Perkin Elmer, 1980-1985.

Other Affiliations: CEO Club ... Will & Vision Foundation, IEEE ... ACM ... World Spiritual Awareness Forum.

Education: State University of New York, Buffalo, 1979, Ph.D ... Indian Institute of Science, 1970, MS ... MBM Engineering College, 1968, BE.

Personal: Born 1947, Jodhpur, India ... Married to Sharada (co-founder of AccountantsWorld) ... Two children.

Blog/Twitter: http://community.accountantsworld.com / @cbbhansali



Ken Bishop
President and CEO,
NASBA

NASBA's influence, and Bishop's leadership, are felt in many areas, from changes in CPE and the shape of the CPA Exam, to the ongoing struggle to encourage more young accountants to become CPAs.

Career Highlights: President and CEO, National Association of State Boards of Accountancy, 2012-present; executive vice president and COO, 2010-2011; senior VP and director, 2007-2010 ... President and CEO, Professional Credential Services, 2007-2010 ... Executive director, Missouri State Board of Accountancy, 1998-2006 ... Law enforcement career — commander, Missouri Major Case Squad; chief of police; under-sheriff.

Other Affiliations: CEO, NASBA Center for the Public Trust ... Past member, Board of Examiners, American Institute of CPAs ... Vanderbilt University MAcc Advisory Board ... Board, The PhD Project ... Board, Nashville Downtown Partnership.

Education: Kennedy School of Government, Har-

vard University, Executive Program ... University of Missouri, Master's in Criminal Justice; Bachelor's in Education ... Federal Criminal Justice Academy ... Missouri State Highway Patrol Academy.

Blog: Monthly "President's Memo" in State Board Report, on www.nasba.org.



Gary Bolinger
President and CEO,
Indiana CPA Society

Bolinger's term expires at the end of this year, but in the meantime he remains relevant and outspoken on a host of issues that matter, from education to diversity, and has made his state society a test bed for innovations other societies will undoubtedly soon be implementing.

Career Highlights: President and CEO, Indiana CPA Society, 1999-present; executive director, 1990-1999; field activities director, 1984-1989 ... Band director, Terre Haute North High School, 1979-1984 ... Coordinator, Selmer, 1978-1979 ... Band director, Western Boone High School, 1976-1978.

Other Affiliations: American Society of Association Executives ... Past president, Indiana Society of Association Executives ... Advisory Council, Indiana State University Accounting Department ... Past member, Strategic Planning Committee, AICPA; past member, Peer Review Board, State Legislative Committee ... Institute for Organization Management.

Education: Indiana State University, 1981, MA; 1975, BS.

Personal: Born 1952, South Bend, Ind. ... Married to Martha ... One daughter.

Blog: "I was just thinkin' ..." http://blogs.incpas.org



Gary Boomer
Visionary and strategist,
Boomer Consulting

Not only has Boomer earned the "visionary" in his new title with years of forward-thinking about how firms need to leverage technology — he's also built a team of highly influential people to help firms move every aspect of their practice into the future.

Career Highlights: Visionary & strategist, Boomer Consulting Inc., 2016-present; CEO, 1996-2016 ... Partner, Varney & Associates, to 1996.

Other Affiliations: AICPA Council; past chair, Life Insurance/Disability Plans Committee; past chair, IT Executive Committee; former head, CPA Horizons 2025 ... Accounting Advisory Board, Kansas State University ... The Advisory Board ... Co-founder, Winning Is Everything Conference ... Past president, Kansas Society of CPAs ... Past chair, Manhattan Chamber of Commerce.

Education: Kansas State University, BS & MS Acctg.

Personal: Married to Mary ... Three children.

Blog/Twitter: www.boomer.com/insights-blog / @lgboomer



Jim Boomer
CEO and shareholder,
Boomer Consulting

As the leader of one of the most accomplished consulting teams serving the profession, Boomer brings a holistic ap-