

Calvin Wilder is CEO of SmartBooks. He is responsible for leading the company's growth including client accounting services, sales and marketing operations, and innovation initiatives. Cal has designed and managed accounting policies and operations for numerous small and mid-size businesses and is trusted to effectively balance accounting needs, reporting priorities, operational requirements, and budget constraints. He is thrilled when SmartBooks takes on a challenging client engagement, implements a solid solution, and transforms bookkeeping from a liability to an asset for the business.

Prior to launching SmartBooks, Cal worked in senior executive positions in finance, investment management and operations for 15 years including founding Thrive Networks, Inc., which grew to become New England's leading provider of outsourced IT services to small businesses. As CFO and Chairman, Cal built and managed Thrive's financial and accounting operations and ultimately managed Thrive's acquisition by Staples, Inc.

A native of Bedford, Massachusetts and summa cum laude graduate of Duke University, Cal lives in Acton, Massachusetts with his wife Jenny and twin toddlers Courtland and Clifford. Cal enjoys spending what little spare time he has these days on the water or on his bicycle.