
Personal Bio



Sam M. Allred
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Sam Allred is a Director at Upstream Academy, Founder of Upstream Academy Network, an international association of accounting firms, and was the central figure in the development of methodology and best practices now practiced by hundreds of firms throughout the United States and Canada as part of Emerging Leaders Academy, LeaderSkills Institute and his monthly Management Presentations.

Sam interacts with hundreds of accounting firms around the world every year via conferences, partner retreats, management presentations and training sessions. He speaks and writes extensively both in the U.S. and abroad. In high demand as a facilitator for accounting firm retreats, Sam energetically and creatively engages all of the partners in the discussion, using proven processes and their firm's strengths to successfully navigate challenges the firm may face. He is viewed as one of the top strategic thinkers in the profession.

Sam has been regularly recognized as one of the major influencers of the accounting profession and has been listed for the past several years as one of "IPA's Most Recommended Consultants."

Some of Sam's favorite reads are *Built to Last* by James C. Collins and Jerry I Porras, *First Break All the Rules* by Marcus Buckingham, Curt Coffman, *Good to Great* by James C. Collins, and *True Professionalism* David Maister.

When Sam is not busy with Upstream Academy he spends his time with his wife Marlene and his seven children. On occasion you can find Sam standing waist deep in water with a fly rod in hand or enjoying a golf course.