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Cynthia Borders-Byrd, CPA, MBA

Managing Member

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Education: BS in Accounting, Florida State University; MBA, Florida Atlantic University

Professional Associations: Member of the AICPA and the FICPA; Member, AICPA State Board Committee of the Uniform CPA Examination; Previous board member

and member of the Executive Committee of Florida Institute of CPAs; Member of

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Now and then, I have chaired, former Treasurer of Junior Achievement, Fort Lauderdale Chapter; Treasurer of The Links, Incorporated, Fort Lauderdale Chapter and Chair of the Services to Youth Committee; Past Chair of Junior Achievement of South Florida.

Hobbies: Reading, playing piano and traveling.

[Click here to see the other honorees](#)
of the 2013 “Most Powerful Women
in Accounting” awards.

Q&A:

What advice would you give to female college students about the opportunities for women in the accounting profession?

I would share with female college students that the opportunities are endless. I recently spoke with a recruiter friend and he indicated that unemployment in S. Florida is approximately 1% for finance and accounting professionals. This statistic confirms that one can be a CPA Mom, wife, CFO, Controller, auditor or business owner. The accounting profession background prepares you for many opportunities.

I would encourage female college students to choose an organization after college with a track-record filled with successful men and equally women.

What advice would you give accounting firms on things they could do to better retain and advance more qualified female staff?

I would advise accounting firms to continue their efforts to recruit talented women. I would also advise them to develop a culture in the firm that fosters a balanced life

from day one (for both male and female employees) and I would ensure that the

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and the Office Managing Partner is an accomplished woman and she is also a wife and mother.

My experience is that when those around the table making the decisions are a diverse group with respect to gender, it is mostly a gender neutral state.

How have you managed to balance your professional and personal life obligations, whether that includes family, etc?

I enjoy working in the accounting profession. I utilize most of the common techniques available which include working from home and maximizing the use of technology and most importantly managing my staff and client expectations. I also have found that taking time off is essential.

How mobile are you regarding your work? How have mobile devices and apps impacted your productivity and work-life balance?

Very mobile! We are utilizing technology in my accounting practice today which reduces the amount of time required to be in the office and allows for more face time with clients. I estimate that our efficiency has increased significantly in recent years.

What single piece of technology could you absolutely not live without, and why?

My iPhone/iPad; It has become a tool that is convenient, fits in my purse and through it I have access to almost every tool I need on a daily basis.

What is your favorite professional mobile app, and why?

My calendar is my favorite mobile app. I rely upon this app to assist me in managing my day.

What do you like to do when you actually have free time without any obligations

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