CPA

Practice **Advisor**

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Accounting

One of the 2013 Most Powerful Women in Accounting.

Nov. 05, 2013



Geni Whitehouse, CPA.CITP, CSPM

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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?

There are no limits. Do what you love, learn everything you can, take all of the non-accounting courses you can get your hands on too. Learn social and leadership skills early. They make a big difference in business.

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

Provide maternity/paternity leave and day care support for male and female staff. Really support all staff members in participating in family lives. Make it possible for everyone to work remotely.

Do you think that there is still a glass ceiling in accounting firm senior management and partner levels, or that the profession has moved to a mostly gender neutral state?

I think the glass ceiling still exists. No matter what happens, male partners do not have the emotional burden of support for their children that women have. The way the profession is today, women need to make a choice between children and partnership and often, children win.

How have you managed to balance your professional and personal life obligations,

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harder to stop working... I am always on.

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

Laptop and Dropbox. The laptop is still the best input device and Dropbox makes all of my files accessible from whichever device I happen to be using.

What is your favorite professional mobile app?

I love Expensify.

What do you like to do when you actually have free time without any obligations to work or family?

I love to read both fiction and non-fiction. I write blogs for LinkedIn, have a novel in the works, and enjoy wine country life. But my granddaughter (who lives 2 hours away) is always my favorite diversion.

Technology

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