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## Accounting

Dec. 03, 2014

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## **Geni Whitehouse, CPA.CITP, CSPM**

**Countess of Communication**

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**Education:** BS Business Administration/Accounting, University of North Carolina

**Professional Associations:** AICPA, CalCPA

**Hobbies:** Writing, comedy, babysitting her granddaughter

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remember people's names. Spend more time listening than talking. And cultivate your personal brand inside and outside your organization.

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

The same advice for staff of any gender – free them to be remote, eliminate timesheets, and teach everyone how to add real value to client engagements – via non-traditional services.

**3. 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?**

Yes, it is still there but our hammers have gotten bigger.

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

I am still working on that one. I don't think anyone knows how to do this well unless they can afford to hire full-time staff. As women, we take ownership of everything and hold ourselves to a very high standard. I don't see this changing.

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

Extremely mobile – I can do much of my work from anywhere. The firm uses Citrix to provide tools remotely but still has more of a face time = value mindset.

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

My Mophie. I love this cover/charger for my iPhone – it always keeps my phone

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