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accounting profession. They are all active in the professional community, as well as in their local communities, where many are small business owners and employers.

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Danetha Doe – 28

**President and CEO, [Danetha Doe Consulting](#)
Oakland, CA**

Twitter: [@danethadoe](#)

What is the name of one book that has been a great influence to you?

So many ☐ If I have to pick one, it would be *Return to Love* by Marianne Williamson. This book completely shifted my perspective on business and life.

In what ways have you contributed to your firm/company to make it better?

I am very passionate about businesses giving back to their community. As an entrepreneur, and President of my company, community service is built into my

business model. I regularly participate in local community clean-ups and offering

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share free marketing tips for financial professionals. I host a weekly video series called #FutureofMoney sponsored by Libra, where I interview Fintech software developers and leaders in the accounting profession about the future of the financial industry. I am also a Xero Millennial Brand Ambassador. My role is to help millennial entrepreneurs understand bookkeeping and financial management.

In what ways do you participate in your local community to help others?

I am passionate about financial literacy for underserved communities and helping women become financially independent. I volunteer through my local Chamber to provide personal finance/bookkeeping support to local community members. I also provide volunteer business coaching services at a local non-profit. I will also be working more closely with Tax-Aid, a Bay Area non-profit that provides high quality tax preparation services to low-income community members, with marketing so they can reach more people who need their help.

What changes do you foresee in the accounting profession of the near future (3-5 years)?

I believe that accountants, within the U.S., will be viewed more as business strategists for their small business clients. Australia, New Zealand and the U.K. are already experiencing this shift. And we're beginning to see this at larger firms where their management consulting services are becoming more profitable. Small business owners are going to demand more support from their financial professional. They will need help with securing funding, growth strategies, and other areas of business development. In order to showcase these skills, accountants will need to increase their marketing efforts and include more CFO services.

How do you see yourself participating in shaping the future of the accounting profession?

I see myself shaping the future of accounting in two ways- 1) supporting my peers in

learning how to market their skill sets and exposing them to technology that is

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My business coach has been a huge mentor to me over this past year. She's from Germany, in her late sixties, and a wealth of wisdom. She's taught me a lot of things, but the most impactful lesson I've learned from her is to care about each person I connect with. Every individual has a unique story and rare gifts, and connection is the only thing that actually matters.

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