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Tamera Loerzel

2018 Most Powerful Women in Accounting

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technology, embracing flexible work programs that can accommodate virtually any situation (working when and where you need to, reduced hours, flex hours, even part-time partners!), and the roles firms need between tax and audit, such as data analytics, consulting, and other special expertise. Don't be afraid to create your unique career path in accounting and let it unfold and evolve as the profession continues to change!

What would you suggest to accounting firms that are interested in retaining and advancing more qualified female staff?

This is a great time for firms to reinvent themselves, their purposes and their business model and structure. We don't (and don't have to) work within the constraints from the past. Firms that are willing to truly embrace Anytime, Anywhere Work programs and provide women more flexibility and control in their schedules, will attract and retain the brightest women leaders who will help drive the change needed in their firms to grow and thrive well into the future.

Why did you choose to work in – and stay in – the accounting field?

The accounting profession found me. I started my career after college selling accounting software to organizations to use internally and then I went to work for State of the Art Accounting Software (now Sage Software) and helped firms build technology practices. From there, I managed the marketing for the technology package solutions group for BDO USA and ran their local consulting practice in Minneapolis. And it's grown from there. I stay in the accounting profession because as a partner at ConvergenceCoaching, I help firm leaders capitalize on the tremendous opportunities facing our profession today. It's an exciting time to be in the accounting profession and I love seeing the results firms produce as they innovate new solutions, processes, people programs and more!

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trained and learn, how clients are served and how firms and organizations manage risk.

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

One of the key ways I'm helping to shape the future of the accounting profession is by helping leaders understand the changes they need to make in their organization to elevate their people faster and differently than how they came up. And, I have the great privilege of helping their future leaders develop the leadership, communication and other soft skills to progress and drive the change firms need to be competitive 3-5 years from now. These future leaders are a bright light for the profession and I help bridge the gap between them and the current leaders, so they can achieve their common goals together.

Describe one person who has been an important mentor to you and how that person helped shape the direction or focus of your professional life.

My partner, Jennifer Wilson, is the person who has known me for the majority of my career. We worked together 27 years ago at State of the Art Software (now Sage Software), and she has always been a champion for my success in ALL areas of my life. She has always cared about all of me and places great importance on me winning at my career AND family, spiritual life, health, and the things that I'm interested in like travel, theater and music. In the elusive quest for balance, Jennifer has always helped provide me perspective to ensure my priorities shape my success for my whole life.

Please share a personal rule or principle that you follow.

I approach life from abundance. There is enough in the world to share and be generous, without fear of not getting my fair share or not being rewarded for my

efforts or knowledge. When I give generously – whether it's my time, resources,

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