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Amy Vetter, CPA.CITP, CGMA

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for women in the accounting profession

There has never been a better time to be a woman in the accounting profession. When you are starting out, that is your time to explore all the different career opportunities there are in accounting. Take the time to learn the ropes and realize it is laying the foundation for what your long-term career will be. Don't hold yourself back from taking opportunities that are presented to you, even if you feel you are not ready. Instead embrace the chance to keep growing and learning and creating your own unique path. For example, I started in external audit, then internal audit and corporate finance, later opening my own advisory practice, becoming a partner in a firm and then working as an executive in accounting technology software companies. There is no limit to where you pivot your career, as long as you keep saying yes to each new opportunity that presents itself. There are so many routes to go, don't limit yourself, find what makes you excited and where you can have fun along the way.

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

Ensure you have a diverse leadership so that the voices at the top represent the diversity you want in the firm. When there are leaders empathetic to different cultures and gender in the firm, then there is more awareness and empathy of the unique needs of each segment of staff in the firm. This also brings diversity of thought, different opportunities for networking that each diverse group has exposure to that others outside of that group may not even know about. Additionally, they can spearhead and champion initiatives in the firm to ensure they are fully executed and there is a voice at the decision table to represent the importance of it and make sure it gets the budget and focus it needs.

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

I knew I was going to be a CPA when I was 12 years old. My grandfather was a CPA in

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What is higher for you with the experience you build over time? You just have to keep your eyes open for those opportunities and get involved.

What book(s), blog(s), podcast(s) do you recommend?

Books –

- For Leadership – *Leadership & Self-Deception* – The Arbinger Institute
- For Self Discovery – *A New Earth* – Eckhart Tolle

Podcasts –

- For Self Discovery – Oprah's Super Soul Sunday

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

There will be a continued awareness of diversity and making an effort to make a positive change in that area. More and more traditional tasks in a firm and corporate department will be automated, creating an opportunity for learning and becoming more strategic in the work we do. I also think we will see more and more non-traditional boutique firms growing that may not necessarily have all CPAs as leaders in the practice, instead these firms will specialize in vertical industries and services where other specialties will be needed to serve the client, beyond accounting. The CPA exam will start evolving, changing the college curriculum and the skillsets accountants are being trained for once they graduate.

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

I am a keynote speaker, author and contributor to accounting media, that helps to

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I haven't had only one person in my career life. I have people inside and outside the profession that I go to for different guidance. I believe you seek out the people you need, when you need them, to help with your growth and providing an outside perspective that can challenge you and steer you in the right direction as well.

Please share a personal rule or principle that you follow.

“Create a life true to yourself rather than what others expect of you.”

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