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This unique community has evolved so much in the last 10 years and there really are no limits on how women can make their mark. Emerging leaders will need to hone their skills around problem solving, and strategic thinking as well as being creative. We already add a new layer of cognitive diversity to the conversation, but with technology changing the value of what firms offer, we must adapt to capitalize on the new opportunities and needs.

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

Actually listen to your female contributors! I cannot tell you how many times I have been in meetings and added to the conversation, only to be passed by, and then a male counterpart says the exact same thing 15 minutes later to be complimented with “what a great idea!”. This is a common thread I hear from many female leaders and it really drives home – that firms who want to recruit and retain qualified female talent need to evaluate how they are appreciating their contribution versus filling a quota.

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

I have a technology focus, and accounting firms work with so many more software programs than other industries or professions. Think about legal for example; they use Office, a practice management system and maybe a research tool. Accountants have a plethora of apps not just for their own firm to support different product lines and internal workflow, but so many other business management tools for their clients as well. It is a complex ecosystem and I love to see how emerging trends impact the profession as a whole.

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

There are some great podcasts out there, I really like for accounting specific topics “Future Proof” with Bill Sheridan, and for industry news the “Cloud Accounting

Podcast” with David Leary & Blake Oliver. I also listen to “The Heretic” with Pascal

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up to us to flip that conversation to focus on the opportunity and not lead with fear.

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

Most of what I do is very behind the scenes, and I like it that way. I will never be a keynote speaker that inspires a room with personal stories. My contribution and the way that I strive to shape the future for accounting is creating dynamic partnerships, events, content and conversations – connecting the dots, and people, to have a whole that is so much more powerful than all these parts alone. Our community is made up of many different segments, and I try to be a bridge between them.

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.

Greg LaFollette. About 6 years ago when I left an executive role at a technology vendor that serviced the profession, I didn’t plan on staying specifically in accounting. I am not a CPA so I didn’t fully appreciate the impact I could have, and he helped me to see that. Greg has taught me more about the accounting profession than any other singular individual and has been an advocate of mine as well as a mentor.

Please share a personal rule or principle that you follow.

“Work with people you enjoy, on projects you believe in!”

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[Learn more about the 2019 Most Powerful Women in Accounting.](#)

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