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profession, it is inspiring to look to those who have attained those ranks ahead of them. The AICPA and CPA Practice Advisor partner each year to honor ...

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Patricia Cummings, CPA

2022 Most Powerful Women in Accounting

President

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had a demonstrable effect upon the accomplishments of the organization with which she is associated.

3. She is a mentor, sponsor, and a role model, someone who stands out in her ability to encourage and help those around her thrive and flourish.
4. The work she does is influential and is having a positive impact on the accounting profession as a whole.

PERSPECTIVES

What do you feel is the most important issue facing the accounting profession today?

Attracting and retaining quality talent is a key issue for accounting firms, and other employers given the “Great Resignation.” Across the industry, there are challenges – the result of heavy perennial workloads and changing regulatory requirements – which has resulted in employees exiting the profession. At the same time, accounting firms and learning institutions are struggling to convey the attractiveness of the profession – as compared to other career options – to young people entering the workforce. The vacuum of bright young talent has become a systemic issue affecting the profession on a considerable scale.

During the pandemic, professionals have also grown accustomed to flexible and remote work. We are navigating this “new normal” to maintain our firm’s strong, high performing culture and avoid losing that sense of team, comradery, and joint problem solving.

Citrin Cooperman finds itself in a solid position moving forward because of options that allow team members to better balance work and life. We pride ourselves on providing a different culture that focuses on taking a big picture view of our employees – providing them with tools they need for professional growth and

benefits to ensure personal balance. We're fortunate to have a robust team— we

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retention strategies are implemented, and they are providing resources for employees to develop their skills to be able to play a role in strategic business decisions. At the same time, accounting professionals need to be willing to upskill to be able to offer more than technical capabilities. They must develop their analytical skills and process management skills, employ strategic thinking capabilities, and strengthen their soft skills. Ultimately, future accountants need to be able to demonstrate that they can provide value back to both their clients and their organization.

What one skill or experience would you recommend that young women getting started in the accounting profession master?

When speaking to women entering the accounting profession, I like to reinforce two areas: first, don't be afraid to take risks and second, speak up, if you want something or need something, don't be afraid to ask. Good or great job performance does not naturally lead to rewards. Don't be afraid to advocate for yourself!

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Read more about the [2022 Most Powerful Women in Accounting Winners](#).

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