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Amy Vetter, CPA.CITP, CGMA

2023 Most Powerful Women in Accounting

CEO

The B Method Institute

How do you envision the accounting profession evolving in the foreseeable future for women?

I think with the increased focus on workplace transformation and remote work, this is an opportunity for everyone equally to have flexible schedules, without women being singled out as needing it. With the playing field equal on schedules and worklife balance, women will have more of an opportunity to be in leadership positions along with their counterparts, rather than it hindering them to get where they want to be because of needing a flexible schedule.



What advice would you give to women college students about preparing for a career in the accounting profession?

Learn technology, sales, and business development skills, along with your accounting technical expertise. To be well rounded and stand apart, it's important to develop the soft skills to create and maintain client relationships, as well as look for opportunities to automate tasks so more time can be spent providing client value. The human attributes of connection, relationship management, and creative

thinking skills, I believe, are going to set you ahead as more and more of the work is

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same. You need to be proactive to break from unconscious bias and consciously choose diverse backgrounds and opinions to be in the room. Once more recruits see that there are more people that are diverse and and see that women are in leadership positions, more will choose to work at your firm.

What is your favorite professional mobile app, and why?

Slack. It has done an incredible job of cutting down email and creating team collaboration. It allows me to step back and let the team resolve things together but gives me the access to review as I want to.

What do you like to do when you have time away from work?

I play bass guitar, teach yoga, lift weights, and run or spin. I love spending time with my two sons going out to dinner, watching marvel movies, or taking vacations. I also love going to find live music with my friends. This year will be a year of discovery as I begin as an empty nester and discover new interests as well.

What are your favorite podcasts?

Jay Shetty, Tim Ferriss, Huberman Labs, Eckhart Tolle, and a shameless plug for my own podcast – Breaking Beliefs.

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

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