CPA

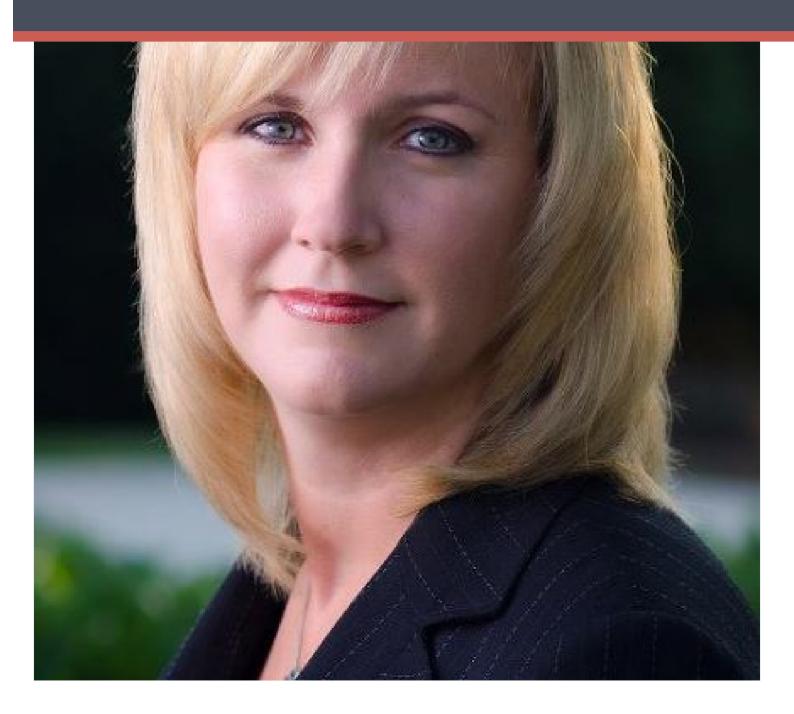
Practice **Advisor**

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us



Jennifer Warawa, CPA.CITP - 38

Vice President & General Manager Sage Accountant Solutions Lawrenceville, GA Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

extends to the accounting profession as well. Not only will firms have the flexibility to recommend an on-premises solution, a cloud solution, or a combination of the two based on client preferences, we will soon be introducing a cloud solution specifically created for accounting professionals.

In what ways have you contributed to your firm/company to make it a better place?

I am an active member of the Sage Lawrenceville campus's Employee Activity Committee, comprised of Sage employees from all aspects of the business, to drive employee engagement. I take my role as a leader within Sage very seriously, and am devoted to empowering my team to challenge themselves and make a difference. I recognize that the way I lead my team impacts them not only during working hours, but in their personal lives as well, so I strive to build my team up so that they feel good about themselves at work and at play.

In what ways do you participate in either the professional community or your local community to help others?

I was team captain of the American Cancer Society's Relay for Life team at Sage in 2013 and again this year. Unfortunately we live in a world where cancer affects most of us, so it's important to participate in an event like Relay for Life to raise funds for cancer research. Professionally I've been a committee lead for the Information Technology Alliance (ITA) since 2012, an organization that focuses on sharing information and building relationships that improve the way technology professionals, including accountants and CPAs, do business and serve their clients.

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

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

How do they do this? First they need to identify how they can add increased value to their clients and secondly, evaluate how they need to change their firm's business model to support delivering on that value. It's about positioning themselves as not just as a trusted business advisor, but a trusted, **valued** business advisor. Being a 'trusted advisor' isn't a competitive differentiator in a profession full of the same; it is becoming more about the value add they can bring to their client relationships.

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

The accounting profession remains a strong component of the Sage ecosystem, and in order to prepare the profession for the future, Sage has created an entire business unit devoted to providing education and technology to the profession. As we see firms beginning to shift their business models, they need help and support to successfully make the necessary transitions. That's why we have the Leadership Education for Accounting Professionals program. LEAP not only provides information on important topics such as taxes and compliance, but it also offers courses that will develop the soft skills necessary to take a firm to the next level. In addition, we're going to continue to look for technology solutions to provide to firms that enable them to build more valuable relationships with their clients, ultimately being able to make a greater contribution to the success of small and mid-size businesses.

What is your career philosophy?

My career philosophy is centered on continuous development. I don't think anyone is ever 'done' when it comes to learning, evolving and getting to the next level. As such, I am always personally and professionally looking to learn, grow, evolve and stretch myself. I believe everyone is capable of greatness so my ultimate career

ambition is to not only achieve my fullest potential, but help those on my team do

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

unexpected, but awesome, all at the same time. They certainly don't take their success for granted and regularly try to 'one up' themselves, which I think is a key to success.

Describe one person who has been an important mentor to you and how that person helped change your life.

My mother taught me that anything I dreamed of was within reach. Through her example, she taught me how to be a strong businesswoman by reinventing herself as many times as necessary to support my family. Unfortunately my mother was taken from me way too soon, but through her passing she taught me that we are not guaranteed tomorrow, and to not put off until tomorrow what your heart is telling you to do today. This impacts my everyday life as a leader within Sage.

Read more about this year's 40 Under 40 Honorees.

Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved