

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

Accounting

Dec. 03, 2014

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



Geni Whitehouse, CPA.CITP, CSPM

Countess of Communication

Brotemarkle, Davis & Co. / Even a Nerd Can be Heard / Solve Services

Napa, CA

www.bdcocpa.com; www.evenanerd.com

Education: BS Business Administration/Accounting, University of North Carolina

Professional Associations: AICPA, CalCPA

Hobbies: Writing, comedy, babysitting her granddaughter

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

remember people's names. Spend more time listening than talking. And cultivate your personal brand inside and outside your organization.

2. What advice would you give accounting firms on things they could do to better retain and advance more qualified female staff?

The same advice for staff of any gender – free them to be remote, eliminate timesheets, and teach everyone how to add real value to client engagements – via non-traditional services.

3. Do you think that there is still a glass ceiling in accounting firm senior management and partner levels, or that the profession has moved to a mostly gender neutral state?

Yes, it is still there but our hammers have gotten bigger.

4. How have you managed to balance your professional and personal life obligations, whether that includes family, etc?

I am still working on that one. I don't think anyone knows how to do this well unless they can afford to hire full-time staff. As women, we take ownership of everything and hold ourselves to a very high standard. I don't see this changing.

5. How mobile are you regarding your work? How have mobile devices and apps impacted your productivity and work-life balance?

Extremely mobile – I can do much of my work from anywhere. The firm uses Citrix to provide tools remotely but still has more of a face time = value mindset.

6. What single piece of technology could you absolutely not live without, and why?

My Mophie. I love this cover/charger for my iPhone – it always keeps my phone

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

Firm Management • 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