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What advice would you give to female college students about the opportunities for women in the accounting profession?

Accounting is a rewarding profession. One should evaluate the options very carefully. Decide whether you want to go towards public accounting or corporate environment. Public accounting has demanding peak periods of long working hours, yet the new technology offers you the flexibility of working from home.

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

Use technology to provide women professionals more flexibility in their work schedule. Cloud technology enables accountants to work more efficiently from home using a flexible schedule than working in the office under a regimented schedule. Create an environment that enables employees to keep the right work/life balance. That keeps team members excited and makes them more productive.

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

While technology is our strength and passion, we knew we could use it to do a lot of good in the accounting profession. We chose this niche to create professional solutions for accountants. I continue to invent, re-invent and offer new methods and ideas to the accounting industry.

What are you currently reading?

Attacker's advantage by Ram Charan. Remaining Relevant, The future of the Accounting Profession by Rob Nixon

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

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

I would like to help as many accounting firms as possible to take full advantage of the opportunities to revitalize their firms by continuing to introduce them to the cloud environment.

We've developed highly innovative solutions to change the landscape of two core services—payroll and accounting. Our Payroll Relief is the first cloud-based professional payroll solution that has enabled accountants to offer highly profitable payroll services. Accounting Power is the first accounting system created exclusively for professional accountants.

Soon, virtually all accounting firms will need to migrate to the cloud, and I plan to continue to help make that transition successful and painless.

Please share a personal rule or principle that you follow.

Every business will have ups and downs. Stay consistent with your focus, and you will increase your chances for success.

[See the other recipients of the 2016 Most Powerful Women in Accounting award.](#)

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