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Arianna Campbell – 2017 Most Powerful Women in Accounting Honoree

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Education (Degree/school): Bachelors of Science, University of Wisconsin-Madison

Questions:

- 1. What opportunities do you feel women in accounting have now that they didn't have when you started in the profession?**

Statistics show that a majority of those providing care for children and aging family members are still women. Fortunately, advancements in technology are providing a variety of additional opportunities for work arrangement flexibility. I am encouraged to hear stories from firms about options that were exceptions 10 years ago that are now becoming more common place. Remote work, flex schedules, video conferencing and mobile connectivity are helping to keep women engaged in the workplace as they navigate different life phases and situations. This flexibility is providing benefits for others in the firm as well.

I've benefitted from flexible work arrangements in my own career and feel they have been instrumental in my success. A combination of technology and flexibility has allowed me to accommodate the changing needs of our children (7 year old twins and a 3 year old) and several relocations as my husband has pursued his career aspirations.

- 2. How important is work/life balance and what suggestions do you have for those who are struggling to attain this?**

I prefer to focus on work / life satisfaction because I have found that trying to achieve "balance" creates unrealistic expectations. The question should not be if you are balanced, but rather if you are satisfied with how your are allocating your time to meet personal and professional goals. For those who are struggling, I would advise

them to start by defining what work / life satisfaction looks like for them – and write

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It can be difficult for women to address gender bias issues in the profession without the fear of negative implications. We've come a long way in this area, but there is more work to be done.

The contributing factors can be complex and discussing these issues can sometimes be difficult or uncomfortable, but the long-term rewards are worth it. Firms that commit to diversity and inclusion can attract more talent – a key concern right now and into the foreseeable future. This begins with creating an environment where women and men are encouraged to speak up and work together to make a difference.

4. What is the best part about being a woman in the accounting profession?

I am thankful for the opportunity to inspire other women and to help them to achieve their professional goals through coaching and leadership development. Most importantly, I enjoy showing my daughters that they can make an impact in the lives of others.

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

Boomer Consulting helps firms excel in the five areas critical to long-term success: Leadership, Talent, Growth, Technology and Processes – and I am thrilled to be part of that endeavor. I use my expertise in Lean Six Sigma to help firms improve their processes and leverage technology to create additional capacity and optimize value. I also help emerging leaders develop core success skills to prepare them for their future in the profession. As the transition from compliance to advisory services continues, I am committed to using my unique skillset to help achieve our company's mission to, "guide CPA Firms to sustainable success and future readiness."

6. Looking back at your career, what would you do differently given the

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part of innovation, so learn to take risks, fail quickly and fail forward in order to find success.

[Learn more about the 2017 Most Powerful Women in Accounting.](#)

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