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Geni Whitehouse, CPA.CITP – 2017 Most Powerful

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Education (Degree/school): BS Business Admin, Concentration in Accounting, UNC-Chapel Hill, NC:

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

Technology has helped all accountants increase their ability to make sense of numbers for their clients, to add more value, and to make a real impact in businesses. The tools are there if we take time to learn the skills needed to use them to maximum effect for our clients. As women, it is time we find our voice and own our power to influence better business practices for everyone.

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

Balance is of course important. I think what matters most is that each woman is empowered to make a decision that is right for her. One woman's balance is another woman's overwhelm. We need to listen to our own voices, set our own priorities and follow our passion – whether that lies at home or in the office. When we care enough, we will find a way to make it work. We can no longer listen to anyone else's opinion about what is right for us.

What is the most difficult part about being a women in the accounting profession?

Having enough confidence in ourselves to take a stand, share an opinion and go where we want to go. Otherwise, we have exceptional abilities for managing details, supporting others, and driving to success.

What is the best part about being a women in the accounting profession?

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do, and applying technology to help eliminate the ambiguity.

Looking back at your career, what would you do differently given the knowledge you have today and how can women who are entering the benefit from that knowledge?

I would have taken communication training much earlier. The ability to communicate clearly and effectively has more impact on the course of a person's career than anything else they can do.

My own struggles to be effective as an accountant, to be relevant and make a difference, have lead me to speak out so that others don't feel they are suffering alone. I want others to know that accounting skills can be leveraged and applied in many different ways – the only limit is our own imagination and the boundaries we construct through our fear and self-doubt.

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

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