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**Candace Wright, CPA, CFF**

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Be open to the many different avenues that an accounting degree can take you. An accounting degree can lead to many opportunities in business, public accounting, academics as well as business advisors...it's all about the choices you make!

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

Giving females flexibility in their schedules is critical to retaining female staff. Trusting that they will get the work done within the parameters established will empower them to be creative in how they fit work into their lives.

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

I love what I do. I enjoy helping clients achieve their goals. I also enjoy training and educating younger professionals and watching them grow professionally.

**What book(s), blog(s), podcast(s) do you recommend?** I enjoy growing as a professional, personally and spiritually, so I read books that speak to me in that way. I am currently reading "Off Balance" by Matthew Kelly.

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

I believe the automation in all aspects of accounting will ramp up in the next 3-5 years. We will all need to determine the best way to harness of the data that will be generated and use it to improve the way we serve customers or clients.

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

I am participating in the DAS initiative of the AICPA so I hope to help shape a more effective and efficient audit process. I am also chair of the Private Company Council

of the Financial Accounting Foundation. In this role we work with the FASB to

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stumbled and to help me navigate the many choices and opportunities that came my way.

**Please share a personal rule or principle that you follow.**

I am a big fan of the Golden Rule: Do unto others as you would have them do unto you.

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