

LEADERS OF INFLUENCE: Minority CPAs



KNOWLEDGEABLE AND SKILLED ACCOUNTANTS AND FINANCIAL PROFESSIONALS ARE PARTICULARLY NEEDED TODAY to help our businesses respond and react to economic fluctuations caused by changing markets.

Those of us living and working in Los Angeles are fortunate to have access to an impressive and diverse selection of financial professionals.

Los Angeles is truly a national leader when it comes to diversity in business – and the field of accounting is no exception. There are some particularly stellar CPAs in the LA region who happen to also be minorities. Our special section, “Leaders of Influence: Minority CPAs” contains an alphabetical list of many of our region’s outstanding accountants, along with information about their careers, practices and some relevant recent accomplishments they’ve achieved.

Congratulations to the superb professionals who made the list this year and thank you for working to keep the people and businesses of Los Angeles on the right fiscal track.

Methodology: The professionals featured in these pages did not pay to be included. Their profiles were drawn from nomination materials submitted to the Los Angeles Business Journal. Those selected for inclusion were reviewed by the editorial department. The professionals were chosen based on a demonstration of impact made on the profession and on the Los Angeles community.

LEADERS OF INFLUENCE: MINORITY CPAs

**LARA BUITRAGO**

Partner, Business Solutions Group
SingerLewak

Lara Buitrago is a highly accomplished accounting and finance professional who has worked in both public accounting and private industry. She started at a regional CPA firm as a staff accountant and has held increasingly responsible accounting and financial positions. She held a position as a chief financial officer at an exhibit-fabrication company that was made up of three operating divisions. After the sale of the exhibit-fabrication company, Buitrago returned to SingerLewak to work in the Business Solutions Group, providing outsourced accounting and consulting for small to mid-sized businesses.

Buitrago's career has provided her with accounting technical and analytical skills, knowledge of financial reporting and US GAAP, as well as experience with strategic financial and business operations planning. She was also recently promoted from director to partner.

**CHERYL CALHOUN**

Managing Director
CBIZ & MHM

As managing director at CBIZ MHM Los Angeles, Cheryl Calhoun brings more than 30 years of experience and expertise to all facets of the entertainment industry. She represents talent, production companies, entertainment service companies, media service companies, publishing companies and executives in varied tax and business matters. Calhoun is also a co-leader of CBIZ's Multi-Family Office and Virtual Family Office Practices. She also specializes in assisting not-for-profit organizations — combining her talent for business and tax issues with her passion for giving back.

Some of Calhoun's most successful career accomplishments have come to fruition in the last few years. She currently serves as chair of the Board of the American Lung Association (ALA), an organization she's worked with for more than 15 years. Additionally, she recently served as a coach in CBIZ's Emerging Managing Director Academy helping to shape the future of the company through its up-and-coming leaders.

**ALFREDO CASTILLO**

Managing Director, Tax
Grant Thornton LLP

Alfredo Castillo has become an inspirational figure within an industry where diversity is still underrepresented. His journey is marked by limited opportunities, breaking barriers, systemic biases and cultural differences. Yet this journey allows him to bring a unique perspective and inclusive approach to his practice. His hope is that his story encourages others facing similar challenges, showing them that, with perseverance and resilience, one can not only thrive in the CPA industry, but also make a significant contribution to the accounting profession.

Additionally, Castillo is passionate about training, developing and mentoring others. He believes caring mentorship is one of the best tools he can use to help others succeed in the profession, and this passion has helped him develop long-lasting relationships with other CPAs and with his clients. When it comes to servicing his clients, Castillo consistently goes above and beyond to understand their needs.

**TAYIIKA DENNIS**

Principal
CLA (CliftonLarsonAllen LLP)

With more than 20 years' experience in the accounting industry, Ty Dennis has served in top leadership positions with the California State CPA Association for the past 15+ years, helping guide and set its education and growth priorities within the state. She has also taken a council member role with the American Institute of Certified Public Accountants.

Dennis has applied her public accounting experience from CLA and past positions to serve as an advocate for the profession with the goal of attracting new professionals to the industry while also serving her clients. Since Dennis began her career at Universal Studios as a financial analyst, she has recognized that building relationships and helping others is at the heart of accounting. Her career has been defined not just by how she's helped clients achieve goals but also by how she's helped connect people with the resources and support they need.

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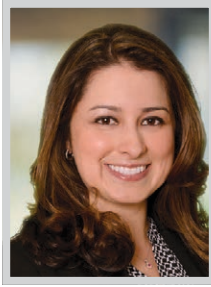
LEADERS OF INFLUENCE: MINORITY CPAs

**KAYO ELKNER**

Principal
Prager Metis

Kayo M. Elkner is a principal in the Accounting and Tax Departments of Prager Metis, a member of Prager Metis International Group, and an accomplished CPA with over 20 years of experience in the accounting industry. Elkner specializes in providing accounting and tax services to individuals and closely held businesses. She has prepared individual, corporate, S corporation and partnership income tax returns for clients in the US and internationally, including Japanese clients headquartered in Hawaii and California. Kayo is fluent in Japanese and is a member of Prager Metis' Japan group.

Elkner has demonstrated versatility and grace under pressure in her role at Prager Metis. She guides the Nagano Morita Division of Prager Metis to help bridge cultures between the United States and Japan. Fluent in Japanese, she is a member of Prager Metis' Japanese Global Services Group, where she advises Japanese American businesses.

**ROSARIO BOBADILLA FARIAS**

Audit Partner
HCVT (Holthouse Carlin & Van Trigt LLP)

As a homegrown partner at HCVT, Rosario Bobadilla Farias' measure of success is largely based on the success and growth of those she supervises. Farias has been a constant source of support in her office and team all while juggling her own tasks. Her team regards her as someone who makes them feel valued, always lending an ear, and ensures they are advocated for. Those who have had the fortune of working with her in any capacity immediately take notice of her work ethic and genuine interest in the well-being of those around her.

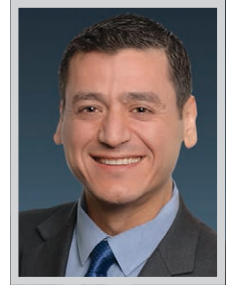
In addition to being a great leader and mentor, Farias sets an exemplary example of what it means to provide excellent service to her clients. She also co-leads the firm's DEI Committee, is a member of the firm's Women's Initiative, and leads the Working Parents group within the Women's Initiative.

**STAFORD FRANÇOIS**

Partner
CohnReznick LLP

Staford François, CPA, is a partner in CohnReznick's Financial Services practice with more than 17 years of experience providing audit services on financial statements and internal control over financial reporting. His clients include public and private entities in the alternative investment space. His extensive experience includes providing assurance services to hedge funds, fund of funds, private equity funds, mutual funds, real estate funds, private credit funds, venture capital funds, management companies, registered investment advisors, broker-dealers and 1940 Act Funds.

François' academic and professional successes span from Haiti, where he grew up and earned his bachelor's degree in electromechanical engineering. From a client service perspective, François' clients report that he manages all engagements with an unmatched professionalism and a unique set of technical skills. In addition to utilizing his strong technical capabilities to provide world-class client service, François leverages them to help train colleagues across the firm in best practices.

**MOHAMED GHATTAS**

Partner
CohnReznick LLP

Mohamed Ghattas, CPA, is a partner in CohnReznick's tax practice. He has nearly 20 years of experience providing tax and business consulting services on issues concerning numerous facets of partnership and real estate taxation, as well as tax structuring and compliance for closely held businesses and their owners.

Ghattas is also actively involved in the firm's Private Client Services group with a focus on providing services to high-net-worth individuals. He advises them on how to successfully navigate complex tax landscapes to optimize their financial outcomes. This includes implementing strategic tax planning solutions that ensure compliance with changing tax regulations, maximize tax efficiencies, and preserve and grow wealth. In supporting entrepreneurs and middle-market businesses, Ghattas has been instrumental in guiding them through intricate tax scenarios and providing tailored strategies to minimize liabilities and capitalize on available incentives. This approach has facilitated clients' expansion and sustained growth.

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CONGRATULATIONS

Cheryl Calhoun

On being selected by the Los Angeles Business Journal as one of **L.A.'s Leaders of Influence:**

MINORITY CPAs

Cheryl Calhoun, Managing Director

CBIZ.COM | MHMCPA.COM

MHM (Mayer Hoffman McCann P.C.) is an independent CPA firm that provides audit, review and attest services, and works closely with CBIZ, a business consulting, tax and financial services provider. CBIZ and MHM are members of Kreston Global, a worldwide network of independent accounting firms.



LEADERS OF INFLUENCE: MINORITY CPAs



KEITH HAMASAKI
 Director
 Krost

Keith Hamasaki, CPA, is passionate about empowering others so they can help them build a better future for themselves. As a director at KROST, he brings together a strong and cohesive team to provide his clients value-added experience through collaborative partnership. With over a decade of experience, Hamasaki specializes in audit and business advisory services to emerging and middle market companies in areas such as attestation, process improvement, internal controls, technical GAAP accounting implementation and procedural review assessments.

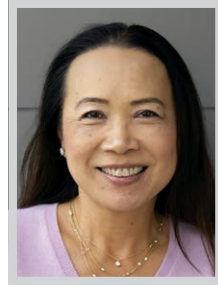
Hamasaki has developed an expertise in a variety of industries including real estate and construction, financial services, technology, digital media, restaurants, hospitality, not-for-profit organizations and employee benefit plans. Further, he leads the firm's Manufacturing and Distribution Industry Group and co-champions the data analytics practice called KROST Business Intelligence that allows middle market companies translate their data into meaningful insights.



CATHY HYODO
 Market Managing Partner
 Grant Thornton LLP

Over the course of a nearly 30-year accounting career, Cathy Hyodo has helped tech start-ups and Fortune 100 companies achieve widespread success by knowing how to navigate current and future challenges.

Her forward-thinking leadership style has been a boon for her clients and her firm. From the dot-com era to the age of AI, the veteran accountant has played a significant role in growing Grant Thornton's technology sector. Long before the current craze of special acquisition companies (SPACs), Hyodo predicted that SPACS would gain traction in the marketplace. She created a SPAC alliance that brought ample new business to Grant Thornton and provided those clients with the in-depth knowledge they needed. Hyodo exhibited similar prescience when helping the firm's clients navigate the '08 financial crisis, the recent collapse of SVB and several other "black swan" events. She has safeguarded her clients against crises by preparing clients for long-term resiliency.



FRANCES KALLMAN
 Managing Partner
 Kallman + Logan and Company, LLP

Frances Kallman is the managing partner of Kallman + Logan & Company LLP (KLCO), a mid-sized Los Angeles CPA firm located in Brentwood. She believes in the importance in keeping the firm nimble by thinking outside of the box.

Under Kallman's leadership and that of her late husband, Andrew, the firm has grown from a few people in 1997 to more than 40 today. The firm provides services to clients primarily in the real estate, entertainment, manufacturing and distribution industries with an emphasis on tax compliance, sophisticated tax planning and tax controversy matters, including significant experience in foreign tax disclosure matters. The firm is proud of the fact that diversity and inclusion has never been an initiative but has been a "way of life" for KLCO, where 17 languages are spoken, and over 60% of the firm's professional and administrative staff are minorities and women.



HARRY LIN
 CPA
 Harry C. Lin, CPA A Professional Corporation

Harry C. Lin started Harry C. Lin, CPA A Professional Corporation in Los Angeles in 1992. Prior to starting his own firm, Lin spent several years at various accounting firms in California and Taiwan which include prominent Los Angeles area firm Gleicher, Tilley & Leonard and one of the Big Eight accounting firms Price Waterhouse in Taiwan. Lin became Supervisor at Price Waterhouse's expatriate tax department.

Lin regularly makes guest appearances in local media TV, radio, newspapers and other social media platforms. Lin also regularly makes guest appearances for Chinese-American news media outlets to provide tax and finance insight. Lin also has been well known for his IRS advocacy expertise and international tax planning. Lin also specializes in hotel and retail rental real estate. He was instrumental in the founding of the Sino-American CPAs Association, which is one of the most active Chinese American civil organizations in Los Angeles.

It takes balance.™

Congratulations Tayiika Dennis and Karen Lo for being recognized on the *Los Angeles Business Journal's* 2024 Leaders of Influence: Minority CPA list!

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Tayiika Dennis
 Principal



Karen Lo
 Principal



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LEADERS OF INFLUENCE: MINORITY CPAs



MICHAEL LIN
CPA

Harry C. Lin, CPA A Professional Corporation

Michael Lin works closely with Harry C. Lin to ensure that all of Harry C. Lin, CPA A Professional Corporation professionals understand the business of its clients, in order to help them better identify their financial needs.

Prior to working at Harry C. Lin, CPA A Professional Corporation, Lin gained experience in a diverse range of industries performing assurance engagements at Moss Adams and PricewaterhouseCoopers. Lin's experience ensures that clients see the results they deserve by working quickly and efficiently. Lin has served on the CalCPA Los Angeles Chapter Board of Directors and also has served on the Taiwanese American Professionals Los Angeles Chapter Board of Directors. Lin is currently on the Board of Directors of International Creative Class Alliance. International Creative Class Alliance is a 501(c) not-for-profit organization that enables dedicated educators. ICCA has long-standing relationships with expert educational organizations, teachers, parents, principals and school board members.



KAREN LO
Principal

CLA (CliftonLarsonAllen LLP)

With more than ten years' experience in accounting firms in the LA area, Karen Lo leads teams in CLA's Auditing practice as a principal working with non-profit organizations. Her accomplishments include helping both her clients and her colleagues develop their skills and knowledge to be more successful. Her leadership style is one where she nurtures talent and works to support and develop her team which strengthens the firm and helps individuals advance their careers.

Lo strives to set an example for others by being a leader in the accounting field. As an Asian, mother of two, she focuses on modeling business leadership and acumen to others early in their careers. She stands out as an emerging leader because of her determination and passion for continuing to learn from others every day. She primarily works with non-profit clients helping them overcome obstacles to continue the beneficial work they do serving the community.



GAURAV MALHOTRA

Partner

Lucas Horsfall

Gaurav Malhotra, a partner at Lucas Horsfall, began his career in accounting after receiving a degree in Economics at UCLA. He has worked in accounting and business services for over 25 years, with extensive experience in mergers & acquisitions (M&A), audit and assurance, tax and international operations. Today, his primary focus is M&A.

Over the years, Malhotra has learned that technical knowledge is only the bare minimum of what a great accounting partner should bring to the table. He sees his role as being much more proactive and personal than operational. This is especially true in the tumultuous world of M&A, where proactively addressing the unknown and providing personal guidance are of the utmost importance. He considers the two most important parts of his job to be helping clients and friends successfully navigate the incredibly arduous M&A process and mentoring junior members of the Lucas Horsfall team.



SATPAL NAGPAL

Partner

GHJ

With extensive experience in public accounting and an innovative leadership style, Satpal Nagpal has significantly contributed to the growth and diversity of GHJ's Audit and Assurance Practice and transformed the face of accounting as a whole. His commitment to fostering technology integration, global collaboration and personal growth has made him a recognized leader.

Nagpal has spearheaded the integration of cutting-edge technologies in GHJ's Audit and Assurance Practice, markedly boosting efficiency and setting new standards for effectiveness. He also initiated partnerships with an Indian accounting firm, enhancing GHJ's service capacity and fostering cross-cultural learning and problem-solving. A genuine mentorship advocate, Nagpal is committed to mentoring young professionals and has been instrumental in nurturing the next generation of leaders at GHJ. Nagpal is also known for demonstrating versatility with experience across various sectors like waste management, real estate and entertainment, enhancing GHJ's market adaptability.

Congratulations!
Kayo M. Elkner

We are proud of *your*
spotlight in
Leaders of Influence:
Minority CPAs in the
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LEADERS OF INFLUENCE: MINORITY CPAs



LIZBETH NEVAREZ
Managing Director
 GHJ

Lizbeth Nevarez stands out as a dynamic leader of influence in the CPA community. Her journey from a DACA recipient to a leading figure in the nonprofit industry, combined with her passionate advocacy for women and minorities exemplifies her impactful presence in her firm, industry and community.

As GHJ's Nonprofit Tax Practice leader, Nevarez and her team that provide comprehensive tax services to nonprofits, showcasing her expertise in the field. She is recognized for her insights into tax reforms and their impact on nonprofits, Lizbeth regularly speaks at industry events, teaches courses and shares her insights with the industry through media interviews. Her commitment to nonprofit board service includes completing the Riordan Leadership Institute's program, and actively contributing her skills to the nonprofit sector, serving on the boards of the Mexican American Opportunity Foundation and Neighborhood Legal Services of Los Angeles County.



WENDY ON
Co-Managing Partner
 Fineman West & Company

Wendy On has more than 20 years of experience serving clients in the consumer products, real estate, manufacturing, biotech, technology and entertainment industries. From inbound and outbound logistics to manufacturing and import/export processes, On provides business and tax planning strategies and share best practices in the industry to help companies achieve their financial goals.

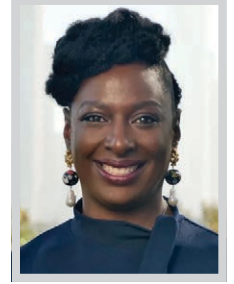
On is fluent in Mandarin and Cantonese Chinese and leads the firm's Chinese practice group. Prior to joining Fineman West, On was with Deloitte for over 10 years where she served as the trusted tax advisor for her clients – both public and privately held. She has deep experience advising clients on business formation and growth strategies; tax structuring and planning; business succession planning; financial planning; obtaining financing; strategic planning; and M&A structuring and due diligence. On has recently performed significant work to expand Fineman West's bookkeeping service.



KHURRAM SIDDIQUI
Partner, Los Angeles Deloitte Private Audit Leader
 Deloitte

Khurram Siddiqui is an audit partner in the Deloitte's Health Care and Life Sciences practice. He is a partner with 26 years of audit experience. His clients have included Fortune 100 companies, emerging growth clients, as well as not-for-profit institutions.

Siddiqui's experience covers the full spectrum of the health care services, including hospitals, physician groups, home health providers, value based care, pharmaceuticals, medical device manufacturers, health tech organizations as well as health plans. He has extensive experience in leveraging cross-functional project teams for the delivery of the Deloitte integrated and non-integrated audits with a goal to deliver value to clients. He has an in-depth experience in accounting and financial reporting regulations related to the Security and Exchange Commission, including initial public offerings. Siddiqui leads the Deloitte Private practice for Los Angeles and has also served as the deputy industry professional practice director within the Healthcare industry.



KENDAL TURNER
Chief Financial Officer
 Los Angeles Economic Development Corporation

Kendal Turner is currently the executive VP and CFO of Los Angeles County Economic Development Corporation, a nonprofit organization focused on equitable economic growth in the Los Angeles region. She directs and oversees the financial and administrative activities of the organization, including finance, human resources, facilities and information technology, to assure the proper allocation of funds to advance the organization's mission and recognize its vision. She also acts as the organization's board liaison to the LAEDC subcommittees and the treasurer and secretary of the Southern California Leadership Council.

Turner has made outstanding contributions and unwavering commitment to excellence in the finance industry. As an African American woman, she has not only shattered glass ceilings but has also become a beacon of inspiration for her peers and those aspiring to enter the field. She possesses a unique combination of financial acumen, strategic thinking and exceptional leadership skills.



let's make some noise

Cathy Hyodo and **Alfredo Castillo** have been named "Leaders of Influence: Minority CPAs" by the Los Angeles Business Journal!

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LEADERS OF INFLUENCE: MINORITY CPAs



MORIMASA UEDA
Partner
SingerLewak LLP

Morimasa Ueda has more than 25 years of experience in auditing, accounting advisory and management consulting. He has been with SingerLewak for two years. Previously, he was an audit partner at a global accounting firm, where he focused on inbound clients from not only Asia but also from Europe and Middle East. He is committed to listening to customers, understanding their views, and creating long-term value for them. He counsels customers and colleagues who are from overseas and struggling with cultural differences, and he always thinks about solutions from their standpoints.

Ueda is a credential holder of The Fundamentals of Sustainability Accounting issued by IFRS and focuses on the introduction of sustainability accounting. Given increased focus on ESG and California’s climate-related disclosure law, Morimasa is preparing launching carbon emission consulting services to organizations in California to support their transition to the carbon neutral business environment.



MARCO VALVERDE
Partner & Apparel National Practice Leader
Moss Adams

Marco Valverde, assurance partner at Moss Adams, has practiced public accounting since 2004. With an extensive background in overseeing audits and reviews for a diverse range of privately held middle-market companies in apparel, manufacturing, distribution and retail, Valverde demonstrates a profound understanding of both US and international financial reporting standards, particularly for clients with global operations.

As the Moss Adams Apparel National Practice leader, Valverde serves as a trusted advisor to his clients and built an extensive network within the wider Los Angeles business community through his industry specific expertise and knowledge. His ability to anticipate client needs, comprehend industry challenges, and provide insightful solutions has consistently propelled his clients towards their goals and expanded the Moss Adams footprint in the competitive apparel industry. As a thought leader, Valverde also shares his knowledge by attending regional and national conferences and by authoring numerous industry specific articles.



ANITA WU
Managing Director
GHJ

Anita Wu is a trailblazer in the entertainment industry and a staunch advocate for diversity, equity, inclusion and accessibility. Her dedication to clients, colleagues and the accounting profession as a whole make her as an inspiring Leader of Influence. As an entertainment industry authority, Wu has more than 25 years of auditing experience in major studios like Walt Disney Pictures and MGM showcases her deep expertise. As a champion of gender equity, her leadership in GHJ’s Women’s Empowerment Cohort has fostered important discussions and support for women in the accounting industry and specifically closing the gender gap in leadership that exists for many businesses.

Wu’s commitment to guiding junior colleagues at GHJ has had a profound impact on their professional development. She has participated in panel discussions, hosted webinars and co-authored whitepapers, establishing her as a prominent voice in entertainment accounting.



Talented teams build successful firms.

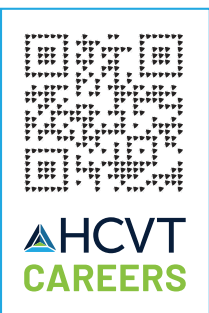
Our firm’s success is driven by our team of talented Tax, Audit, Advisory, and Business Management professionals and rooted in living our core values.

We’re fortunate to count **Rosario Bobadilla Farias** among the team members who make HCVT the firm it is today. We applaud and thank her for the service, support, and contributions she provides to our clients, our firm, and the Greater Los Angeles community.

- OUR CORE VALUES**
- INTEGRITY AT OUR CORE
 - BUILDING SUCCESS TOGETHER
 - PASSION FOR EXCELLENCE
 - DIVERSITY, EQUITY & INCLUSION



ROSARIO BOBADILLA FARIAS
AUDIT PARTNER &
DEI COMMITTEE CO-LEADER



Congratulations on being recognized as a 2024 Los Angeles Business Journal Leader of Influence: Minority CPA!

For more information about Careers at HCVT, contact Nancy Choi, Director of Recruiting, at nancy.choi@hcv.t.com or scan the QR code.

CalCPA Joins CAQ's Coalition to Advance DEI in Accounting

Last year, CalCPA joined the growing coalition committed to advancing diversity, equity and inclusion (DEI) within accounting through Accounting+, a nationwide campaign to attract a new generation of diverse students into the talent pipeline.

Led by the Center for Audit Quality (CAQ), a nonpartisan public policy organization serving as the voice of US public company auditors, Accounting+ is a first-of-its kind, profession-backed, campaign to actively engage high school and college students with dynamic, tailored resources on the benefits of a career in accounting, including paths to entrepreneurship and to helping build vibrant local communities.

The campaign dispels misperceptions about accounting—namely that it is not interesting or a profession that can help them reach their goals. The Accounting+ campaign is based on research that found substantial openness to accounting as a profession.

By joining Accounting+, CalCPA commits to be a part of the collective effort to improve diversity in accounting by playing an important role in upskilling communities and working to create a more diverse talent pipeline.

CAQ is a nonpartisan public policy organization serving as the voice of public company auditors and matters related to the audits of public companies.

To achieve its mission, CAQ:

- Promotes high-quality performance among

US public company auditors.

- Convenes capital market stakeholders to advance discussions on critical issues affecting audit quality, US public company reporting, and investor trust in capital markets.

- Champions policies and standards, informed by independent research and analyses, that bolster and support the effectiveness and responsiveness of US public company auditors and audits in dynamic market conditions.

At the CAQ, part of the mission is understanding and promoting the power that comes from bringing a variety of voices and backgrounds to the conversation. In CPAs work, the organization advocates for the advancement for people of color, promotes diverse opportunities, and encourages a diversity of thought.

OVERCOMING BARRIERS

Amid a shortage of accountants, undergraduate business students report encountering obstacles to pursuing a degree in accounting, according to a recent report from CAQ.

The report is the result of research performed to gain deeper insight into why undergraduate business students do or do not choose accounting, and why accounting majors and graduates do or do not pursue CPA licensure.

Some of the interesting findings from the research include:

- While openness to accounting exists at the

By joining Accounting+, CalCPA commits to be a part of the collective effort to improve diversity in accounting by working to create a more diverse talent pipeline.

undergraduate business school level, the most significant reasons for not choosing accounting as a major included a lack of interest or passion for the major (driven in part by negative experiences with introductory accounting classes), higher starting salaries in other majors and students not wanting to pursue the 150 academic credit hours required for CPA licensure. The 150 credit hour requirement was more pronounced for Black and Hispanic accounting majors.

- The CPA license is highly regarded by both accounting majors and graduates. However, a variety of structural supports are correlated with plans to pursue the license, including encouragement of a professor/mentor and whether a student's college offered a 150 credit hour program (i.e., an accelerated undergraduate program covering 150 credit hours or a 5-year Masters in Accounting program). Black and

Hispanic majors and graduates reported less access to such structural supports.

- The research further shows that for majors and graduates who are planning to pursue CPA licensure and have already met the 150 credit hour requirement, the time required to study for the CPA exam and the difficulty of the exam content were the top obstacles.

"In discussion with interested stakeholders, we sought to build on our prior research to better understand why business school students were – or were not – pursuing accounting and the obstacles to CPA licensure," said Julie Bell Lindsay, CEO, CAQ. "It is important to understand the perspectives of students who were interested in accounting but ultimately did not pursue the career. We also need to recognize not all potential career accountants are starting from the same place."

"This report is a part of our broader effort to increase diversity within accounting and highlight for our stakeholders actions that can be taken to attract new talent to the profession,"

"The data shows we have much more work to do around awareness and perceptions of an accounting career," said Liz Barentzen, VP, operations and talent initiatives, CAQ, "and with our multi-year, collaborative, data-driven Accounting+ campaign, I am confident we can address this aspect of the continuing accounting pipeline challenges."

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