

CPA Profile Mark Dineen

Why did you choose to become a CPA?

I was lucky enough to find a trainee accountant position straight after my degree from CIT in a practice called Hyland Johnson Keane (formally Niall Keane & Co.). The managing partner, Niall Keane and my manager, John Manning were both qualified CPA's. Both filled me in on the process and I decided CPA was the one for me.

What advice would you give to someone considering entering the accounting profession?

Accountants can work in any business which makes it very exciting. Make sure to think outside the box, accountants have a stigma of the 'boring' accountant. Throughout my career I have used my personality when dealing with clients and colleagues. I have also designed reports for management teams which aren't just black and white numbers on a page. For me, it is the finance team's duty to make sure that management/operations have timely, informative information (on one page) which they can use to make decisions when needed. Look to make a difference to the business, be ambitious, learn and show initiative.

Can you provide a brief history of your career?

I've been lucky in my career to have had many mentors to learn from. I began in practice as mentioned earlier. I had two excellent mentors in practice who gave me the belief and tools to make me want to progress. I quickly moved from a trainee to audit senior and enjoyed practice life, no two days were the same, this provided a great foundation for my career. My aim leaving practice after qualifying was to move to industry and get to financial controller level. I left to get some big4 experience. I then got my chance to move to industry with ECCO Distributors Limited and again began to

learn from another great mentor in Donagh Cafferkey who was financial controller there for my three years. After leaving ECCO, I moved to another SME specialising in commercial management accounts. I then moved on to get SSC experience.

I felt I then had a well-rounded career and began looking to move to financial controller level. Luckily, I found a role with eQube who were going through a period of transition. This transition meant that after a short time at financial controller level, a CFO position became open. I was approached by our CEO John Purcell to take the position which I grabbed with both hands.

Describe your working life.

No two days are the same. I'm primarily based in Cork but travel to our offices in Edmonton, Alberta and Las Vegas, Nevada. We are a listed company (on the TSX) so I have a lot of public company deadlines to deal with along with our domestic deadlines and also dealing with our day to day running of the business. I would normally get to the office at 8 and try to leave between 5 and 6. I log off for a few hours but given our different time zones, I normally log back on after 8 to answer emails/queries from my team in Canada/US.

What is your biggest career achievement?

There's different achievements at different times in accountancy. Moving from trainee to senior is one, becoming a qualified CPA is another.

But, for me, moving from Financial Controller to Chief Financial Officer within six months, being recognised by the CEO and Board of Directors to have the ability to be a bring our company forward was my biggest career achievement.



Mark Dineen

TITLE:
Chief Financial Officer

COMPANY:
eQube Gaming

QUALIFICATION:
Qualified as a CPA in 2010

How do you unwind?

I try to switch off when I'm away from the office. Family life is important, I have two beautiful ladies in my life, my fiancé and two-year-old daughter. I also go to the gym four times a week and try to run three times a week, both are excellent to clear the head.

What traits do you admire most in others?

Honesty, openness, hardworking, ambitious and confident.