

CPA Profile Andrew Hall

Why did you choose to become a CPA?

Having studied accounting in college, I felt that gaining a professional accounting qualification was the natural route to follow. The flexible study options offered by CPA Ireland allowed me to gain a worldwide recognised professional qualification.

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

There is no downside to having a globally recognised accountancy qualification. More and more, I see accountants being the bridge between big data and leadership teams, helping executives to make fact based decisions through interpretation and analysis of ever increasing volume of data.

My view is that over the next 5 to 10 years that skillset provided by accountants will become even more important.

More specifically the CPA professional qualification will help you build your global view of business finance and give you an opportunity to work in a multitude of roles either in practice or industry.

Can you provide a brief history of your career?

My training contract was completed with O'Boyle & Co. in Longford. I was very fortunate to have a great mentor in Eoin O'Boyle to start me off in my accounting career. The core values that I learnt, both professional and personal, from Eoin have stood the test of time.

Thereafter I moved to Dublin and worked for two top 10 firms working across a variety of clients and industries and then in January 2016, I joined PwC as an audit manager working on a number of large and complex audit engagements across multiple industries.

Moving to a "Big Four" firm has been a very exciting and challenging experience, and very different to working in small and mid-sized firms.

Describe your working life.

Rewarding - most of my time is allocated to meeting client needs and planning and managing my team to deliver on their requirements. Every day is different. Sometimes out on client site, sometimes working from home and most of the time in the office. Hours can be long at peak

periods but I try to ensure that I manage the peaks and troughs of demand such that when the opportunity arises I get some down time for family and friends.

I am passionate about people development. In professional services, people are our primary asset. Skilled, motivated and passionate people are the key to success. I therefore apply a substantial amount of my time on people development, coaching and mentoring our junior staff.

What is your biggest career achievement?

I am fortunate to have had a number of career achievements but my proudest career achievement to date was my appointment to Senior Manager in PwC this year. I have travelled an unconventional journey, starting out in a small practice in a provincial town to becoming a senior member of A global company. Along the way I continued my education and became a Certified Tax Adviser in 2016. The journey has not always been a smooth one, and I am proud of the resilience and determination required in order to get to where I am today.

How has CPA helped you in your career?

Having a globally recognised accountancy qualification such as CPA has been a huge differentiator. Having the CPA badge on my CV provides certainty to my clients that I have both a strong qualification behind me and also a robust platform to keep me informed on ever changing regulatory and statutory requirements along with changing trends in both professional services and in my clients industries.

What inspires you most in business?

Opportunity - whilst we all need a strong professional network around us to help us succeed, I strongly believe that my career is most heavily influenced by my actions and decisions within my control. I see a rapidly changing regulatory, client and technology landscape presenting newer and greater opportunities than before. For example, whilst there are a number of risks associated with Brexit, there are many opportunities for Ireland, Irish companies, my clients and me personally as a result of Brexit - we just need to work hard to find them and subsequently maximise them.



Andrew Hall

TITLE:
Senior Manager, Assurance

COMPANY:
PwC

QUALIFICATIONS:
Qualified as a CPA: 2006

What in your view are the most pressing issues for accountants?

The days of an accountant simply producing a set of numbers for management is long over. I see the demands of accountants and finance functions shifting from 'number crunchers' to genuine business partners, helping businesses to grow through deep understanding of the rapidly changing regulatory landscape and helping businesses to understand their own data much better.

To do this requires a shift of mind set and a commitment to keep our personal skillset relevant in today's market through continual professional development. My personal view is that the accountant who doesn't master this new reality will struggle for relevance in what is a rapidly changing industry.

How do you unwind?

I have a 2-year-old son at home so most of my weekends are spent with him and my wife, Áine. We are lucky enough to live in the country so I spend a lot of time outdoors which is a great way to unwind. Running is also my hobby and I am a keen rugby fan where I try and get to as many Leinster and International games as I can.

What traits do you admire most in others?

I have huge admiration for people who set targets and goals and show resilience, determination and leadership to get there. Feargal O'Rourke (PwC Managing Partner) and Anne Heraty (CEO of CPL Resources Plc) are people I really admire.