

CPA Profile

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Title:
Revenue Controller Projects,
Reporting & Controls

Company:
Itron Management Services Ireland, Ltd.

Qualifications:
CPA, MIATI

Why did you decide to start out on a career in accountancy?

When I moved to Ireland in 2000, the obvious thing for me to do was to find a job. I owned a pub back in Holland where the only exposure I had to accounting was maintaining my purchases/sales day book, reconciling my bank statements and then dropping everything into my accountant, but that was it.

At the time, Apple Computers were looking for a Dutch speaking accounts payable accountant and that is how I started my accounting career.

Why did you choose CPA Ireland as your qualification route?

I had a chat with my manager (who is a CPA also) about my career progression. She did go through all the accounting bodies that were out there, with pros and cons for each one of them.

I did IATI first which I passed with a distinction for each subject. This allowed me to skip the Formation 1 & 2 years. CPA provided me with the greatest flexibility compared to the other accounting bodies when combining work, study and personal life so the choice was easy for me.

Please provide a brief history your career.

Since I started my career in Accounting, I have worked with three companies. I started in Apple Computers in accounts payroll, then I rolled into an Inter-Company accountant's role and my last role in Apple was iTunes accountant for International, which I feel has really set off my career in accounting.

I started in EMC in 2006 and had various roles from record to report accountant, financial planning & analysis manager in the local sales office in Holland before returning to Ireland in a Revenue accounting manager role.

I started in Itron in 2015 as a senior deal desk manager for EMEA, APAC & LATAM with only 1 direct report at the start. Now in 2019, I have built a team of 10 champions including revenue accounting, and I have recently been promoted to Revenue Controller to align reporting, processes and controls across the global revenue organisation.

How do you find your CPA qualification has helped you in your role?

CPA has been significant throughout my career. As I developed my accounting skills, it also allowed me to progress to more advanced accounting roles. Especially my FP&A manager's role in Holland was very significant - my CPA qualification helped me secure that role. So big thank you to CPA!

What has been your biggest career achievement?

I have a lot of career achievements that I am proud of, but possibly the most significant one was when I started in EMC as RTR accountant. I was doing my CPA studies and the local finance manager in Belgium only wanted a highly qualified accountant for the role. My manager at the time convinced her that I was the right candidate even though I wasn't qualified yet, so that was a great challenge for me to prove my value to the organisation. After a couple of months, the local finance

manager told my manager that she thought that I was even better than the local accountant that I was replacing so that was a big win for me.

I thank CPA for it as I had to deal with complex accounting back then, including payroll for Belgium – anyone that has ever managed that will know what complexity I am talking about!

What or who inspires you most in business?

There is no single person that inspires me, it is people with the right attitude that inspire me and make me want to do better in my job all the time. I have great respect for people that are ambitious, that like progression and that think outside the box, looking for efficiencies in what they do. I admire people that constantly challenge themselves and have a good idea about where they see themselves go short term and long term.

If you were advising someone just starting out with their CPA qualification, what tip would you give them that would make their journey smoother?

I think CPA provides the flexibility that allows for full-time students and people that have a job to combine personal and working life with their studies. I would also advise them to talk to people in the business and see where their CPA qualification brought them in their careers. I think it stimulates people to continue with their studies when they have a good example that they can measure themselves against, that's what I used to do throughout my career – get plenty of advice!