

# CPA Profile Angela Garvey

## Career

### Why did you become a CPA?

It was through working in business and IT implementing financial software systems that I first became interested in a career as an accountant. My boss at the time suggested I look at CPA because of the level of support the organisation gives to students and alumni. It is the most recognised accountancy qualification worldwide and is a super network to be part of.

### Do you feel becoming a CPA has helped your business?

Yes absolutely. After qualifying with my CPA qualification and working in practice and also for multi-nationals, I thought the time was right to set up on my own. At the time, I regularly met business owners – both small and medium – who just met with their accountant on a yearly basis. You know, that period of madness in October or end of year filing where some business owners arrive with boxes of receipts. Then they sign their accounts and promise not to do that next year and invariably do.

My CPA training showed me that there was much, much more to understanding the financials than just the end of year accounts. I started AG Associates with a mission that SMEs of all sizes can truly make sense of their financials. I wanted business owners to be able to make informed, better business decisions using their accounts and KPI's for strategic planning.

### What is your biggest career achievement to date?

Well my mission paid off. We are now a staff of 9 working in Little Island, Cork and serving SMEs all over Ireland. That's a huge achievement for me personally as I started off several years ago on my own, working through the recession and growing the business.

Then last year, I won Business Person of the Year Award at the Little Island Business Awards. That was an amazing achievement as it was great to be recognised among my peers.

## Business

### Tell us some more about your practice

We are a full-service accountancy practice based in Little Island, Cork and offer a complete range of accounting services including financial & management reporting, end of year accounts, tax planning and compliance, payroll processing, a full bookkeeping service plus accounts and payroll software training.

We have a range of clients covering a variety of sectors including Retail, Hospitality, Technology, Manufacturing, IT, Healthcare and Service Sectors nationwide. Our wide-ranging experience is good for clients because they know that we understand the nuances of different industries.

For our larger businesses, we act as an out-sourced financial controller or CFO providing financial and controlling services including management financials, budgeting and forecasting reporting, cash flows, payroll processing etc.

### Who inspires you most in business?

Women in business inspire me most given all that they can achieve in a sometimes male dominated environment. Take Marissa Mayer, CEO of Yahoo. She has made amazing progress starting in Google as it's 20th employee and first female engineer. She then became CEO of Yahoo at the age of 37, being named the youngest ever CEO of a Fortune 500 company.

Women like this are leaders in their field and inspire other women to chase their ambitions in business. Another would be Sheryl Sandberg, COO of Facebook. Not only is she a leader in the digital world but she is also very active on numerous boards such as Women for Women International and the Centre for Global Development.

And even closer to home, I'm part of Going for Growth, a female entrepreneurship programme and every woman on the programme is truly inspiring.



Angela Garvey

#### TITLE:

**MD and Founder**

#### COMPANY:

**AG Associates Accountants**

#### QUALIFICATIONS:

**CPA and CTax**

**QUALIFIED AS A CPA:  
2008**

### How do you motivate the team you work with?

I've empowered our employees with the ability to grow the business and be innovative in their approach to clients. Yes, they do accounts but if they spot an opportunity which will help a client this is explored and then they are empowered to approach them with their idea. It gives tremendous job satisfaction.

We have weekly team meetings and I believe in transparency and information sharing. It's the little things that make a big difference and job satisfaction is of utmost importance to us all.

## Life

### How do you unwind?

I have two young children who keep me on my toes. I'm often found building with Lego, making jigsaws and playing Kerplunk, that's our favourite game at the moment! Other than that, I love reading. It doesn't matter if it's a business book or crime fiction book, it's just great to lose yourself in a book for a few hours.

### What traits do you admire most in others?

Even though I'm an accountant and we try to put a cost on everything, you simply can't put a price on friendliness and respect. Everything stems from that – professionalism, determination and focus. It's enjoyable to be around people who treat others with respect.