

CPA Profile

Brendan Brady



Title:
Partner
Company:
Brady & Associates
Qualifications:
CPA, ACCA,
Chartered Tax Adviser

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

It was a trajectory rather than a decision. I had just left school and like many people, didn't know what I wanted to do but felt that a business qualification would give me the most options. I applied for a position as a trainee accountant in a local practice in Drimnagh and was offered the job on my 18th birthday, the rest is history.

Why did you choose CPA Ireland as your qualification route?

I knew that I needed to get a professional qualification. CPA had an international component which was very appealing to me, I never knew what the future may hold and working internationally was always a consideration.

When I got the opportunity to sit the CPA exams, which were being paid for by my employer, I grabbed it with both hands.

Please provide a brief history of your career.

I started working as a trainee accountant straight out of school, stayed in practice for several years

while I qualified except for a two-year stint in the property industry during the Celtic Tiger years. Property was the place to be at that time, but I found the work repetitive, and I missed the cut and thrust of practice. I moved to a mid-sized firm where I qualified in tax, and it was during these years that I first had ambitions of starting my own practice.

I read a book called Rich Dad Poor Dad by Robert T. Kiyosaki and some of the messages in the book really resonated with me i.e., "Mind Your Own Business" and "Work to Learn – Don't Work for Money" but before setting up on my own I needed to broaden my experience and move from mid-size practice to a larger practice.

So, after a few years of life in a large firm and realising that the rules are the same whether you're in a top 10 or a small practice in Drimnagh, I decided to crack out on my own, in the height of a recession, with a new family, and haven't looked back since.

What one word describes what your CPA qualification has given you?

Confidence.

What has been your biggest career achievement?

Opening a new office in Meath Street in July 2020. It was 20 years in the making but as someone once said - it takes 20 years to become an overnight success.

What or who inspires you most in business?

I try not to look for inspiration in other people. My own opinion is that everyone is on their own journey, and we all have our strengths and weaknesses. Someone who you may look up to for one thing can let you down over something else. When I do come across something that makes an impression on me, I'll tip my hat and move on.

What advice would you give to those recently qualified or currently studying for their CPA qualification?

Don't follow your passion. Instead, focus on being the best in your field. The best accountants and tax advisors aren't passionate about accountancy or tax law, they're passionate about being really good at what they do and all the trimmings that come with being the best in your field.

How do you unwind?

I disconnect from the work, turn off the smartphone and spend time with my family.

What traits do you admire in others?

As the famous Spanish writer Miguel de Cervantes said – "comparisons are odious".

