

# CPA Profile

## Carla Manning



### Title:

Owner

### Company:

CACM Accountants  
and Tax Advisors

### Qualifications:

ADCA, CPA, CTax

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

In school I always enjoyed my business and accounting classes, so when it came to CAO time, I decided to explore accountancy as a career. I discovered there were lots of routes to entry and it provided a huge spectrum of career opportunities. It seemed like an ideal way to turn something I enjoyed into a career.

### Why did you choose CPA Ireland as your qualification route?

A CPA qualification is a widely recognised qualification throughout the world, so it provides opportunities to work and travel abroad. There were a variety of CPA study options so after finishing college, it was possible for me to start my training and continue with my studies on a part time basis using a variety of methods that suited me best.

### Please provide a brief history of your career.

After college, I took up my first training role in practice and just loved it. The variety, the clients and the real people behind the figures. I qualified as a CPA in 2000. I always wanted to be my own boss and in 2009, I felt I was at a now or never stage, so I took the leap and set up my own firm, CACM Accountants and Tax Advisors. As a new practice,

it afforded me a huge opportunity to do things a little differently. By embracing technology, I was able to grow our client base and to service clients located not only locally, but nationally and internationally too.

I always loved working in the area of tax and in 2013, I qualified as a Certified Tax Adviser (CTax). As I work with a lot of FDI companies, having a tax qualification really adds value to the services I provide to these clients as well as individuals. I have a great team here and that really allows me space to grow and develop the business. In 2018, I joined the CPA taxation committee and I also represent the CPA Institute at CCAB-I – Taxation South and the TALC Collections sub-committee. The learning never stops.

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

Opportunities.

### What has been your biggest career achievement?

Career achievements for me change over time. Surviving the first year of business was a big achievement way back when, as was when we celebrated 10 years in business in 2019. Working with clients on projects and seeing them come

to fruition over time gives me a big sense of achievement on a day-to-day basis. Most recently, I was appointed to the Council of CPA Ireland and I'm very proud to have the opportunity to contribute to the continuing growth and development of the Institute. The opportunity to keep pushing and challenging myself is a joy and I'm looking forward to achieving a few more milestones in the years ahead.

### What or who inspires you most in business?

The resilience of business owners. There are some really tough days, weeks and months, but they pick themselves up, dust themselves off and start again.

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

A CPA qualification provides tremendous opportunities for your career. Stick with it as you'll gain a wide range of skillsets and expertise that are valuable and transferrable across many industry sectors, opening up a wealth of opportunities for you.

### How do you unwind?

My husband, 3-year-old daughter and I spend a lot of time in West Cork. During the summer, we love to head out on the water and spend the day exploring the islands and beaches. I love the arts and I've really missed live theatre. Cork Midsummer Festival kicks off in June and has a great mix of theatre, dance and music, so I'm really looking forward to that.

### What traits do you admire in others?

Hard work and a positive attitude.

