

# CPA Profile Martina Redmond

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

I completed my undergraduate degree in UCD in languages and although I thoroughly enjoyed my studies and the experiences that came with it, I felt that I was missing core skills to be equipped to find a job and build a solid and challenging career. I felt that an accounting qualification would give me a good grounding and firm foothold in a range of business environments, whether it be in thriving or more challenging times.

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

I was working in an educational institution at the time assisting other students to prepare to embark on various careers and it prompted me to consider where I was at myself and the career options out there for me. I thought that taking the accounting exams would allow me to pursue a challenging and rewarding career. I happened to be chatting with an Economics Professor who was teaching some of the students and he recommended that CPA was a route that was worthwhile considering and I am glad that I took his advice. Actually, my sister followed suit shortly after and is now also a CPA!

## Can you briefly describe your career?

I work for Mid Europa Partners LLP in London, which is a leading buyout investor focused on the growth markets of Central and Eastern Europe. I started in October 2010 and progressed to Financial Controller and now am Head of Finance. My role entails overseeing Fund and Corporate accounting of onshore and offshore entities, as well as overseeing Transaction Support to our Investment team for accounting, tax, legal and compliance matters in several jurisdictions.

## What made you decide to move to the UK?

I actually moved for personal reasons and at the start I was a little hesitant as to what lay ahead and how it would go. However, I applied myself in my job and took on

whatever new tasks I could try and maximise the learning opportunity that was presented to me, and I'm still here, eight years later.

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

The CPA qualification has helped me in many ways. As it is quite an internationally recognised qualification, it provided the technical framework to allow me to apply for jobs in the accounting and finance domain. The CPA subject range provided a good all-round knowledge on many topics as well as accounting, which frequently helps me in my role. Furthermore, I think that having had to balance work and study when sitting the CPA exams contributed to useful attributes and skills such as multi-tasking, perseverance, hard work and determination.

## What has been your biggest career achievement?

My biggest and happiest achievement has been completing the accountancy qualification and being able to use this as an opportunity to pursue my current role, in which I am constantly learning and developing in many areas, not only accounting, but also law, finance, tax, compliance and investor relations. I am sure that had I not chosen the CPA route, I would not be where I am today.

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

You need to approach the decision to undertake an accounting qualification with the correct mindset. While very achievable, it requires dedication, motivation and self-discipline. Commitment and some sacrifices are required but these are short term, while your accounting qualification is for life. The tutors are very approachable and happy to give live business examples of how certain concepts apply and I would always take the opportunity to ask



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### TITLE:

**Head of Finance**

### COMPANY:

**Mid Europa Partners LLP**

### QUALIFICATION:

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questions to see how learning outcomes apply practically in real life scenarios. I will never forget how happy and proud I was the day I received my final exam results, and the CPA qualification has opened many doors for me that I think otherwise would not have materialized.

## What do you think are the most pressing issues for accountants?

I think as an accountant it's important to keep abreast of many business matters and functions, not just accounting, because this is how employers will see you as adding value to the firm. I also find that as an accountant, people look to you for advice and guidance on many areas; and oftentimes an accountant can be pivotal in the shaping, developing and success of the business model.

## How do you unwind?

I enjoy hanging out and dining with my friends and family, particularly in my native Co. Wexford. I love to go to Italy when I can, to enjoy its scenery and culinary delights and luckily I also enjoy the gym which helps to balance out the indulgences!