



## Sheila Moran

**TITLE:**

**Partner**

**COMPANY:**

**Moran McNamara**

**QUALIFICATION:**

**B.Comm, H Dip in Ed.,  
ACPA ,CTA.**

### Why did you choose to become a CPA?

Accountancy is in my DNA and while I actually worked as a teacher for a short time, I was drawn to the profession through the gentle encouragement of my uncle, Dr Frank Brennan. Frank was the first person in Ireland to venture into public practice as a tax consultant and may be remembered by many accountants as the author of over 30 taxation publications that we all studied diligently. My career choice as a CPA is validated every day through the practical application of accounting principles that power businesses to achieve their very best performance. As we emerge from painful economic times, as CPAs, we have the honour of supporting entrepreneurs and the self employed as they rebuild and grow their businesses. This is hugely rewarding and exciting so choosing to become a CPA was a wise move.

### Can you provide a brief history of your career?

In addition to my financial qualifications, I hold an Honours Higher Diploma in Education, (NUI Galway) which helps me greatly in mentoring and training roles. I spent nearly 10 years in Dublin in the highly reputable tax and accounting firm PGL and worked in the progressive Cavan based firm Amatino Partners before returning to Carrick on Shannon in 2006 as practice manager of Egan Casey Accountants. Setting up in my own practice was a long-held dream, so

# CPA Profile Sheila Moran

together with my business partner Declan, we set up Moran McNamara three years ago. We have already outgrown our first premises and have recently moved to larger premises in Carrick on Shannon to allow for future expansion. Declan and I complement each other and the practice brings that much needed mix of male and female that is so often missing in the work environment.

Having my CPA badge has been key to my career development. Now in my own practice, it gives assurance to my clients that I have a strong qualification behind me and I am completely informed on ever changing regulatory and statutory requirements.

### Describe your working life.

Every day is different; our client base reflects our rural economy and community in the North West. There is an intimacy to working in a rural community that I really enjoy. As Leitrim natives we have that quality which John McGahern so valued of "being rooted in their environment"!

### What is your biggest career achievement?

Setting up Moran McNamara with my business partner Declan McNamara three years ago has been the highlight of my career. Now with a team of six, we are growing with our client base, building business acumen and confidence. I remember fondly that when I graduated as a CPA in November 2000, I was the 2000<sup>th</sup> member of the CPA in the year 2000 and the CPA were kind enough to present me with a Waterford crystal vase upon graduation. That vase is proudly displayed in our new offices!

### What inspires you most in business?

I am inspired by seeing my clients' businesses succeed. Now running our own practice, we understand at first hand the challenges they face. It is hugely rewarding to see their business progress and their

skills as astute business people improve. The increasing level of start-ups and the supportive environment they benefit from here in the North West through proactive funding bodies is very encouraging.

### What in your view are the most pressing issues for accountants?

I feel strongly that as accountants, we need to really understand our client's sector and their specific business model, which are getting increasingly diverse. We are mindful that a large portion of our client base is very tech literate – in Carrick on Shannon in particular there is a large cohort of start-up tech entrepreneurs (based in The Hive Technology Centre). It is important that we embrace technology and provide online solutions as part of our skill base.

Based in a border county, Brexit is a pressing challenge. We need to be prepared for both the risks and opportunities that it presents.

### How do you unwind?

As a mother of busy, now school going, twins, there really is not a lot of time to relax. Living in Leitrim, I have beautiful Lough Allen and the Blueway on my doorstep so getting out for a long walk always recharges my batteries. Time with family, good food and time in the garden all contribute to work life balance!

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

As my uncle Frank espoused, 'while technical skills, and constantly updating them, are crucial, one must never lose sight of the central role of INTEGRITY. Without integrity all is as nothing'. I am blessed to work with a team that is passionate about their work and driven to succeed. I admire the resilience and determination of business people who have faced challenging times of late and continue to work hard to strive for better results.