Guillen Pujol

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# How Women in CPA Firms are Shaping the World of Accounting

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**By The Guillen Pujol CPA Group Newsroom**

CPA Firms

For decades, accounting was considered a male-dominated field, but today, women in CPA firms are not just participating—they are leading. From driving financial strategies to shaping the future of advisory services, female professionals have made incredible strides in the industry. As Guillen Pujol CPA Group celebrates International Women's Day 2025, we take this opportunity to recognize the remarkable progress women have made in CPA, Accounting and other advisory roles. A 2023 study by Statista found that women now make up approximately 50% to 60% of professionals in accounting and auditing. This is a significant shift in an industry once dominated by men.

At Guillen Pujol CPA Group, this transformation is more than just statistics. Within our firm, we also consider it our daily reality. Women at our firm are leading and redefining success. This proves that gender is no barrier to excellence in accounting and financial advisory.

## The Growing Influence of Women in Accounting

According to the AICPA's 2021 Trends report, women in CPA firms comprise 46% of their employees, indicating a strong pipeline of future female leaders. Women also saw notable progress at the partnership level, holding 39% of these roles in accounting finance functions. This is up from just 23% two years prior. However, while representation at entry levels is robust, challenges remain in achieving gender parity in leadership roles. Despite these challenges, women continue to thrive in CPA and advisory positions. They provide essential services in areas such as audit, tax business services, risk management, and financial strategy. Their expertise is not only enhancing compliance and financial accuracy but also driving business growth through innovative solutions.

One of the most significant shifts in the industry has been the expansion of advisory services. Today, accounting professionals are expected to offer more than just number-crunching. They are trusted business advisors guiding organizations through complex financial landscapes. Women in CPA firms and advisory roles are excelling in this space, leveraging their analytical skills, strategic thinking, and adaptability to help businesses navigate challenges such as economic fluctuations, regulatory changes, and digital transformation.

## Breaking Barriers & Driving Change in CPA firms

Women in CPA firms are redefining leadership in the accounting field, breaking through barriers that once hindered career advancement. Firms like Guillen Pujol CPA Group are paving the way for diversity in leadership, implementing initiatives to support women's career growth. "At Guillen Pujol CPA Group, we firmly believe that fostering a workplace rooted in growth, inclusivity, and flexibility is not just beneficial for our team members—it's essential for the success of our firm," says Nestor Guillen, Founder & CEO of Guillen Pujol CPA Group.

Key factors driving this progress include the practices and values such as:

**1. Flexible Work Arrangements**

The traditional accounting profession often demanded long hours, making work-life balance challenging, especially for women. However, the industry is evolving to prioritize flexibility through remote work options, hybrid schedules, and family-friendly policies. This shift has enabled more women in CPA firms to pursue leadership roles without compromising personal commitments. This has help foster greater retention of female talent in the profession.

**2. Increasing Representation in Leadership**

More women are being promoted to CFO, partner, and senior advisory positions, proving that the glass ceiling can and is being shattered. Firms that champion gender equality are not only fostering a more inclusive workplace but are also benefiting from enhanced decision-making and business performance.

**3. Technology and Innovation Opening New Doors**

The accounting profession is rapidly evolving, with automation, artificial intelligence (AI), and data analytics transforming traditional practices. Companies like Withum are driving this change by bringing women to the forefront. In 2016, they launched a group dedicated to building a community that empowers women in the accounting and technology fields.

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## Women Leading the Way at Guillen Pujol CPA Group

At Guillen Pujol CPA Group, our Miami office is proud to be home to a dynamic team of female professionals who are excelling in international tax planning, bookkeeping, financial consulting, advisory services and more. With expertise and dedication, they are driving innovation and setting new standards in the industry.

One of them is Sandra Montoya Rua, Tax Supervisor, who has been part of the firm for seven years. A former professional volleyball player in Colombia, Sandra has found that workplace flexibility is key to maintaining both a thriving career and a fulfilling personal life.

“Working remotely and having a flexible schedule has allowed me to balance my professional commitments, especially during tax season, without neglecting my clients or my family. This flexibility has not only strengthened my dedication and commitment to the firm, but it has also enabled me to maintain a healthy lifestyle,” explains Montoya.

Now based in Miami, she continues to prioritize fitness while excelling in her leadership role. **“**Being able to structure my schedule gives me the opportunity to continue training and prioritizing my physical well-being. This in turn helps me stay focused and be more productive. Efficiency is not about where we work, but rather about the discipline, passion, and commitment we bring to what we do.”

Another strong advocate for workplace flexibility is Iraida Trejo, Senior Accountant, who also embraces Guillen Pujol CPA Group’ hybrid schedule. She believes that having control over her work environment has been instrumental in her success.

“Having a flexible schedule has significantly improved my quality of life. I now have more time in the mornings to organize my thoughts, meditate, or even exercise (though I usually do this in the evening) before starting my workday. This allows me to begin my day with greater focus and without the stress of commuting.

Both at the start and end of the day, the time I used to spend in traffic can now be used more productively—whether it’s getting ahead on important tasks, studying, or simply taking a walk to clear my mind,” shares Trejo.

Montoya and Trejo’s experiences highlight Guillen Pujol CPA Group’ commitment to empowering women by offering flexible work arrangements that enable them to thrive in their careers without sacrificing personal priorities. The firm understands that a strong work-life balance not only enhances employee well-being but also drives professional excellence.

“Women play a pivotal role in shaping the future of accounting and advisory services. It is our responsibility as leaders to create an environment where they can thrive in their careers without compromising their personal aspirations. By championing flexible work arrangements and leadership opportunities, we are not only empowering our female professionals but also strengthening the industry as a whole,” says Nestor Guillen, Founder & CEO of Guillen Pujol CPA Group.

## International Women’s Day 2025: Celebrating Progress and Inspiring Inclusion

This year’s International Women’s Day theme, “Inspire Inclusion,” emphasizes the importance of creating equal opportunities for women across all sectors, including accounting and finance. It serves as a powerful reminder that fostering an inclusive environment where women can thrive benefits not just individuals but entire organizations and economies.

International Women’s Day is a time to celebrate how far we’ve come while acknowledging that there is still work to be done. It’s a call to action for firms to continue investing in women’s career growth, ensuring that gender diversity remains a priority in the accounting profession. At Guillen Pujol CPA Group, we are proud to lead by example, fostering a culture where women thrive and lead the future of accounting. We invite organizations like us to join us in championing female leadership, as together we can help build a more empowered industry.

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## About Our Firm

At Guillen Pujol CPA Group, we specialize in high-income tax planning, international tax services, company formation, tax management, capital gains tax foreign property, outsourced bookkeeping and controller services, among others tax advisory solutions. Our team of experienced tax professionals has helped thousands of clients navigate complex regulations. This includes areas like Corporate Transparency Act compliance, ensuring compliance and optimal tax management strategies. As leading experts among Miami CPA firms, we are committed to providing exceptional tax consulting services tailored to your needs.?

**Take Action Now**: Need professional tax guidance? [Contact us today.]

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**Editor's Note:** This post is part of the '[The GPCPAs Info Hub](),' an initiative dedicated to empowering you with the knowledge and strategies needed to navigate the complexities of the U.S. tax system and financial strategies. Visit our Information Hub, a curated resource offering the latest in tax, economic, and business news, alongside actionable guidance on tax strategies, accounting, and business advisory—because Planning Tomorrow, *Together* starts here.

**Disclaimer:** This article reflects the legal status as of March 4, 2025. Businesses are advised to consult with legal and tax professionals for the most current information.

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