

# SAN DIEGO BUSINESS JOURNAL



Nicole Albrecht



Monetta Allison



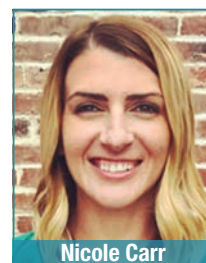
Lisa Anguiano



Jennifer Barnes



Jennifer Brown



Nicole Carr



Magali Cohen



Jessica Estrada



Kristy Facchini



Michelle Flores- Gonzales



Katy Frankel



Cathy Gonzales



Heather Hernandez



Jessica Howe-Groat



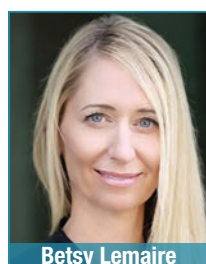
Sara Hyzer



Terri Johnson



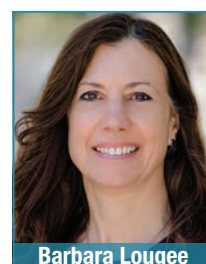
Margie Kuoha



Betsy Lemaire



Kate Leonard



Barbara Lougee



Cydney Lucas

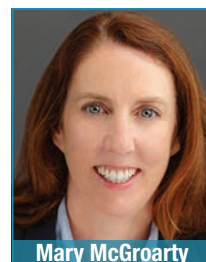


Kristina Marston

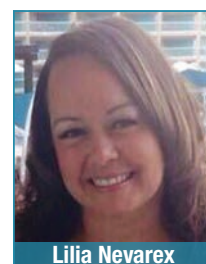


Bo Monaco

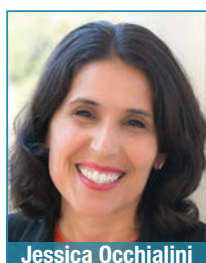
## most influential *women* IN ACCOUNTING | 2019



Mary McGroarty



Lilia Nevarex



Jessica Occhialini



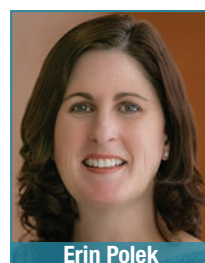
Gina Oster



Kat Pephens



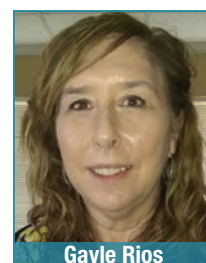
Trinh Pham



Erin Polek



Barbara Reno



Gayle Rios



Sheryl Rowling



Linda Runyeon



Nury Saenz



Francesca San Diego



Orquidia Schon



Jodi Smith



Anneke Stender



Mason Szuberla



Cheryl Tishue



Brenda Verduzco



Diane Wallace

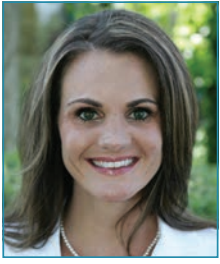


Tara Weisinger

*The San Diego Business Journal is honored to be recognizing these talented and dynamic women executing on their companies' goals and pushing their businesses forward. You will find these outstanding San Diegans listed alphabetically on the following pages.*



## MOST INFLUENTIAL WOMEN IN ACCOUNTING

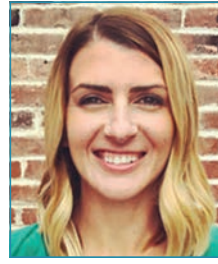


### Nicole Albrecht

*Partner, Financial Accounting Services*

Nicole Albrecht has been instrumental in growing and expanding her financial services firm. She is also deeply committed to her community. She donates much of her time and money to 9 non-profit, community empowerment organizations including Michelle's Place, Rancho Damacitas, The Foundation for Senior Care, and The Empowerment Center. She is on the board for Rancho Damacitas which empowers single moms by offering stable homes and opportunities to get back on their feet. What is most impressive about Nicole is that even though she works in the financial services business, her main ambition in life is to create as many "WOW" moments as possible.

on their feet. What is most impressive about Nicole is that even though she works in the financial services business, her main ambition in life is to create as many "WOW" moments as possible.



### Nicole Carr

*CFO, Measurabl*

Nicole currently serves as the CFO of Measurabl, the world's most widely adopted ESG data management platform for commercial real estate. She has been instrumental their success raising venture capital (>\$30M), guiding the strategic vision, and generally contributing to the success of the business at every level. Before Measurabl Nicole spent the majority of her career working with large publicly traded companies. She demonstrates an eye for business model innovation and go to market strategy. She acts as a trusted advisor to the Executive Team. Nicole's strengths are her integrity, financial savvy, altruism, and positive attitude.



### Monetta Allison

*VP of Finance, InnoVision Marketing Group*

Monetta Allison is the Vice President of Finance at InnoVision Marketing Group. As a strong and passionate leader in the company, she is always looking ten steps ahead to make sure that everything is running smoothly as she is consistently committed to pursuing growth and success within the company. In the past year, she has helped stabilize and normalize company functionality after purchasing a new building. With roughly 30 years of experience in the industry, and with a heavy background in real estate, Monetta has been a valuable asset to the team. She is always able to resolve critical issues regarding financial policies and procedures.

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### Magali Cohen

*Senior Tax Associate, Rowling & Associates*

Magali joined Rowling & Associates in January of 2019 as a Senior Tax Associate. She works diligently to prepare individual, trust, and business tax returns. Her excellent people skills and dedication to her work make her an asset to our team. Being new to the firm means that Magali often brings a fresh perspective when working to resolve client issues. She has worked closely with interns and college graduates to mentor them and develop their tax knowledge. She passed all four parts of the CPA exam in under a year while working full time at a top 10 national CPA firm and received her CPA license last fall.

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### Lisa Anguiano

*Owner, AAG*

Lisa Anguiano has been in accounting for 15 years. We had struggled to find the right financial person CPA number guru to help us out over the years until Lisa came into our lives. She stepped in as our new bookkeeper and helped get our accounting up to speed. Her responsibilities continue to expand and she is instrumental in communicating with our investors. She has helped us with our entity structures and business operations. She is absolutely amazing and deserves to be honored for her work.

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### Jessica Estrada

*Tax Partner, PacWest Tax, Inc.*

Jessica refined her skills though 12 years working with Deloitte. In February 2018, Jessica partnered with Kimberly Tavares of PacWest Tax in Newport Beach with the goal of growing PacWest's tax practice, including expansion into San Diego. Within the first 12 months, Jessica more than doubled the company's business. In 2019 alone, the firm has added over 100 new clients. Jessica's success is attributable to her commitment to building authentic relationships and her passion for service and her craft. Jessica has built her practice on the foundation of passion, skill and commitment to her clients and her profession.

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### Jennifer Barnes

*CEO & Owner, Optima Office*

Jennifer Barnes is a graduate from the University of Arizona with a degree in Finance, Accounting and Marketing followed by an MBA from San Diego State. She gives back to the community through programs that encourage younger generations to develop entrepreneur skills and prepare for future careers. She is on the Junior Achievement Board and acts as a mentor for the Lavin Program at SDSU. Jenn recently started her own accounting business in October of 2018 called Optima Office. The business has grown to 50 employees, with hundreds of clients and now strives to become the largest managerial accounting firm in the region.

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### Kristy Facchini

*CFO, AutoClaims Direct, Inc.*

Kristy Facchini is the CFO of ACD. Ms. Facchini joined ACD during an inflection point as the company was transitioning from startup to a period of high growth. Kristy immediately analyzed the accounting operations and reorganized the department to support its trajectory. She helped ACD on its path to Entrepreneur Magazine's "Best Entrepreneurial Companies in America E360 award for two years 2016 & 2018", SDBJ's Fast 150 in 2016 and the company has grown profitability over 1050% during this time period. Her leadership in this new product is enabling ACD to expand revenue opportunities through new channels and open up our software to additional markets.

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### Jennifer Brown

*Managing Director, EY*

Jennifer is a Managing Director at EY and has extensive experience serving venture-backed companies within the Life Sciences industry. She serves as the lead global client server and issues the audit opinions associated with their respective financial statements. A significant number of Jennifer's clients have had successful exits through IPOs and acquisitions. She is a mentor to many of our women professionals within the San Diego office. Jennifer is involved in the business community as a Member of the Board of Athena (Professional Women's Association focused on empowering women in STEM related fields) and her local community through her leadership within the Girl Scouts.

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### Michelle Flores-Gonzales

*VP of Operations, Flores Financial*

Michelle is currently heading up the operations of Flores Financial, helping to build a quality, professional team. As a VP of Operations, Michelle started a new offering for the business, developing its Consulting Division in March of this year. In only a few short months, the department has become the most profitable in the company. Michelle has helped create a 24.5% increase in gross revenue. That same year she was honored as a featured panelist for the OLP Women's Symposium. Michelle inspires the Flores team by participating in the YMCA adopt a family program, organizing food banks, racing for autism, and volunteering for Holiday Angels.

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# Deloitte.

## Private

## Spotlight on leadership

Leaders are people who work from a core of vision and integrity to create an impact that matters in their organizations and their communities.

Deloitte congratulates San Diego's Most Influential Women in Accounting, including our own **Diane Wallace**. Deloitte is proud to work with leaders like you!



**Diane Wallace**  
Partner, Financial Services  
Deloitte & Touche LLP

To learn more please reach out to Ken Weixel, San Diego Managing Partner, at [kweixel@deloitte.com](mailto:kweixel@deloitte.com) or visit [www.deloitte.com](http://www.deloitte.com)



## MOST INFLUENTIAL WOMEN IN ACCOUNTING



### Katy Frankel

Partner, EY

Katy has over twenty-three years of experience providing tax services to private and public companies across several industries. From life sciences and manufacturing, to consumer products and professional services companies. She has served as a Subject Matter Professional in tax accounting under ASC 740, the application of Sarbanes-Oxley. Katy leads the San Diego tax markets and the Advanced Manufacturing & Mobility Sector for Tax in the US West Region; she has also

served as the Region Practice Leader for Global Tax Services and in that role, Katy has served on EY's Inclusiveness Advisory Council and as a leader for the Professional Women's Network.



### Terri Johnson

CFO, United Way of San Diego County

At UWSD, Terri Johnson continually raises the level of the people, processes, and systems in Finance & Accounting. Her coworkers appreciate and admire her guidance and her extensive knowledge of non-profit accounting practices. Terri believes finance departments should not be isolated from the rest of the organization. She works with all of the organization's departments to understand their business needs, provide efficient reporting, and make sound business decisions. Terri moved seamlessly into

the role of CFO and now leads the organization's financial and accounting processes. Terri shares her knowledge, grooming her fellow accountants to become top professionals.



### Cathy Gonzales

Managing Partner, KPMG

In October 2018, Cathy was appointed as the office managing partner for the KPMG office in San Diego, and became the eighth managing partner in the 58-year history of the office. She has over 23 years of experience as an Advisory consultant in providing risk management and advisory services including: internal audit outsourcing and co-sourcing, governance/ SOX 404 assistance services, financial controls reviews, comprehensive business risk assessments, business process and process

improvement reviews, and account reconciliation projects. Cathy is a strong advocate for diversity and serves as KPMG's Network of Women (KNOW) leader for the San Diego office.



### Margie Kuoha

Controller, MSAI Consulting Inc

Margie Kuoha has extensive knowledge in accounting, operations, and financial management. Previously she served as the Head of Operations for the House of Hospitality in Balboa Park. Now, as the controller for MSAI, she is in charge of bookkeeping and all financial reporting and tax needs. She has experience in a wide variety of industries including biotechnology, medicine, property management, automotive sales/restoration, nonprofits, and more. Within the past 12 months, Margie oversaw

the transition of MSAI and the companies under its management through a transition from a PEO to taking on payroll and HR in-house, which is estimated to save around \$40,000 per year.



### Heather Hernandez

Director, CBIZ MHM, LLC

Heather Hernandez, CPA is a Director of CBIZ MHM, LLC and a Shareholder of Mayer Hoffman McCann P.C. (MHM) with more than 15 years of public accounting experience. She leads the San Diego office's Not-For-Profit Practice. Her experience includes auditing in accordance with the Uniform Grant Guidance for not-for-profit organizations as well as commercial companies that received federal funding. This year, Heather was appointed to the national Executive Board of CBIZ Women's Advantage (CWA). She provides mentorship, training, development, recognition, and career enhancement to CBIZ's women professionals. Heather gives back as the Audit Committee Chair for Mission Edge San Diego.

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### Betsy Lemaire

VP of Business Development, Signature Analytics

Betsy is a visionary and leader who drives growth through business development and corporate relationships, architecting large organizations and delivering business development innovations. Betsy has built and maintains a viable corporate partnership channel and direct sales plan to aggressively drive revenue and increase market penetration across Southern California. She represents Finance and Accounting at Signature Analytics through PR and Market participation, leading Signature

Analytics in billable revenue and is acknowledged for securing the largest contract in the firm's history. She also created an experiential marketing approach called Luxsee for C-Suite introductions.



### Jessica Howe-Groat

Controller, Bill Howe Family of Companies

Currently, Jessica Groat is the Controller for the Bill Howe Family of Companies. She has been a critical part in helping Bill Howe to grow into the company that it is today. She has revamped the accounting system to become less paper-based and more streamlined. Jessica holds her own in a male-dominated company while making informed and fair decisions. While being a family business, Jessica has stepped up to the plate and helped the Bill Howe Family of Companies grow

into the empire it is today. Jessica is patient, helpful and thorough not just with those she directly supervises, but colleagues and vendors alike.



### Kate Leonard

Partner, Hutchinson & Bloodgood LLP

With clients spanning six continents, Kate uses her global expertise to advise clients on cross-border tax matters, solve IRS issues for U.S. expatriates, and provide pre-immigration tax planning. Kate lived and worked in Japan, where she was the only American CPA with Japan's largest audit corporation, Asahi Kansa Hojin (Japan's Arthur Young affiliate). She joined Hutchinson and Bloodgood LLP as a partner in 2010 and in 2012 she was appointed the Honorary Consul of Japan

in San Diego. Kate also serves as President of the San Diego Consular Corps. Kate sits on the board of directors of Mainly Mozart, one of San Diego's leading music organizations.



### Sara Hyzer

Assurance Partner, PwC

Sara Hyzer is an Assurance Partner at PwC, responsible for leading the firm's Pharma / Life Sciences sector in the southwest United States. As part of PwC's greater digital transformation, Sara recently went through training to earn her Digital Badge with the firm. Sara is a mentor to many of PwC's future female leaders and is active in the firm's Women's Inclusion Network. She is a Certified Public Accountant licensed in California, a member of the American Institute of Certified

Public Accountants and the California Society of Certified Public Accountants. Sara also serves on the Board of Social Advocates for Youth (SAY) San Diego.



### Barbara Lougee

Interim Dean, USD School of Business

Interim Dean Barbara Lougee has used her MBA, MS and PhD in accounting, all from Cornell University, as a springboard for leadership and success in industry and higher education. After joining USD as professor of accounting due to the school's values-based education, she received numerous Outstanding Professor awards, Impact Award and Professor of the Year award. In 2016, Lougee was the first woman to become associate dean of graduate programs at the USD School of

Business. She rose the school to 60th best MBA in the nation rated by Bloomberg Businessweek in 2018.



## People who know, know BDO.<sup>SM</sup>



### **Congratulations to BDO's Bo Monaco on her promotion to partner, and being named one of San Diego's Most Influential Women in Accounting.**

BDO provides assurance, tax, and advisory services to a wide range of publicly traded and privately held companies. We offer a sophisticated array of services and the resources and capabilities of the BDO global network, combined with the personal attention of experienced professionals.

#### **BDO USA, LLP**

3570 Carmel Mountain Road, Suite 400, San Diego, CA 92130

**Accountants and Advisors**

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MOST INFLUENTIAL WOMEN IN ACCOUNTING



**Cydney Lucas**  
*Director of Financial Operations, RG Alliance*

Cydney Lucas is Territory Manager at RG Alliance. She has a way of connecting with people that helps them understand what they need to do and motivates them to act in ways that improve their lives. Her greatest accomplishments this year were having 2 clients, through her support, completed their IPO filings and go public on the NASDAQ and the CSE (Canadian Stock Exchange). Cydney is a great leader because she is able listen first, understand the individual's concerns, assist when they need help, teach when they don't understand and motivate when they're discouraged.



**Bo Monaco**  
*Partner, BDO USA, LLP*

Bo is an audit partner in the San Diego office of BDO and has 16 years of professional experience. Bo's industry experience includes technology, life science, government contractors, manufacturing, and distribution companies. Her responsibilities have consisted of among others, the audit and review of public and private companies including companies reporting under Section 404 of the Sarbanes Oxley Act. Bo is knowledgeable of SEC reporting requirements and technical accounting areas including revenue recognition, stock based compensation, consolidations, and other areas requiring subjective management estimates. She has been the recipient of PCAOB and Peer Review inspections.



**Kristina Marston**  
*Accounting Supervisor, J Public Relations*

Kristina Marston is one of the most dedicated and thorough Accounting Supervisors. She exemplifies this on a daily basis by leading her team in a manner that sets the bar very high. She is consistent in her performance, timely with her deliverables, and always takes time to think about the big picture. She is constantly analyzing and improving our accounting processes and procedures and finding ways to enhance the performance of the business. She is truly a talented professional and deserves to be recognized for the positive impact she has within her company.



**Lilia Nevarez**  
*Controller, Hylete*

Lilia has been with Hylete for over 4 years and singlehandedly runs the finance team. She works tirelessly to make sure whatever needs to be accomplished is and to a level of perfection that any company would be grateful to have her. During the companies work towards IPO, Lilia has demonstrated her knowledge above and beyond her title. She is a team player. She is a caring employee that protects the company. The company feels privileged to work with such an incredible woman and the San Diego community is lucky to have her as a resident. Lilia represents the skills, work ethic and heart that the company aspires to embody.



**Mary McGroarty**  
*Partner, Lindsay & Brownell*

Mary McGroarty started at Lindsay & Brownell as a staff accountant in 1999 and has since rose to partner at the firm since 2012. She has extensive expertise with high net worth individuals, trusts and non-profit entities. Over the past year Mary's work with a family helped them navigate two liquidity events. By working collaboratively and pro-actively with the client's investment advisor and attorney, the client was able to take advantage of tax saving opportunities and meet their charitable giving goals. Within the firm, Mary has effectively developed and implemented performance management processes. She has also developed training curriculum for new tax staff and tax interns.



**Jessica Occhialini**  
*Director of Finance, Academy of Our Lady of Peace*

Since joining the Academy of Our Lady of Peace (OLP) as the Director of Finance, Jessica Occhialini has overhauled operations. Her attention to detail while managing multiple projects is unrivaled. In three years, she has rebuilt departmental budget keeping procedures, developed clear processes to ensure adherence to local, state, and national compliance. She is diligent in navigating California's complex regulations. Earlier this year, external reporting regulations were changed. Jessica managed to implement changes to the school's accounting systems and financial statements to meet the standards. The company's audit was completed without difficulty, as has every audit since Jessica joined OLP.



**SHERYL ROWLING, CPA/PFS**  
Principal



**TARA WEISINGER, CPA**  
Director of Tax Services



**MAGALI COHEN, CPA**  
Senior Tax Associate

*Rowling & Associates would like to congratulate Sheryl, Tara & Magali for being recognized in San Diego Business Journal's 2019 Most Influential Women in Accounting.*



## MOST INFLUENTIAL WOMEN IN ACCOUNTING

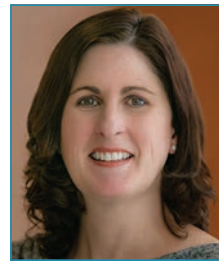


### Gina Oster

CFO, Reflexion Health

Gina Oster has been the CFO for Reflexion Health for 5 years. During this time the company raised \$18 million of additional capital, purchased a related business and launched additional business models. Gina has successfully driven Reflexion Health's growth from an idea to a company of more than 60 employees. In the past year, Reflexion Health had a major product launch which involved a change in business model. Under Gina's leadership, the team

recently stood up a new contract assembler and 3PL. Gina established a monthly "volunteer day" at Reflexion Health where she encourages employees to help serve meals to needy seniors in downtown San Diego.



### Erin Polek

SVP & Chief Accounting Officer, Qualcomm, Inc.

Erin manages the day-to-day accounting operations of a \$25 billion company. She has introduced new systems, has managed a complex merger, and is pioneering the use of robotics process automation in accounting. Working in collaboration with Qualcomm's IT department, the accounting department was the first in the company to use RPA, empowering robotics to take on administrative work in her department while her staff are freed up to contribute analytical thinking and

insights to business unit leads. She has devoted time at Qualcomm to increasing retention of women in the company's workforce through the Women's Leadership Council.



### Kat Pephens

President, Books Balanced and Beyond, LLC

In 2012, Kat Pephens founded Books Balanced and Beyond LLC. After finding its first client (a prominent landscape architectural firm), its client list has grown to over 95 small to medium sized businesses located throughout California. Kat has more than twenty years' experience in leadership roles, providing strategic direction and tactical execution covering most areas of business including Finance, Accounting, Operations, HR, and IT. Kat along with her business partner Todd have assisted numerous small businesses to become significantly more sophisticated in their financial management. Kat is active in the Society of Design Administrators of San Diego and a proud veteran of the US Navy.

recently stood up a new contract assembler and 3PL. Gina established a monthly "volunteer day" at Reflexion Health where she encourages employees to help serve meals to needy seniors in downtown San Diego.



### Barbara Reno

Controller, CALI Brands

Barbara has served an integral role at CALI during some of the company's most transformative years, overseeing revenues soar from \$13 million to over \$131 million. She joined the team in April 2012 as its Accounting and HR manager, but soon took the lead on Facilities as well. In 2014 she was named the company's Controller. She oversees monthly reporting, day-to-day AR and AP operations, annual audits, enhancing the ERP system and much more. She designed CALI's tax collection process from the ground up, using tax engine software to automate the process, manage state registrations, and improve resale certificate procedures.

then, Good-Men has grown to over 50+ employees and has completed over 500 million in contracts. She also finds time to volunteer and devote hours to her church.



### Trinh Pham

Accounting Manager, Monterey Financial Services LLC

Trinh Pham is the Accounting Manager at Monterey Financial Services, LLC. She has advanced her career at Monterey for 24 years. Trinh deals professionally with managers, executives, clients, auditors and other third parties. She recently completed a transition between banks, a bank buy out and a 20 year update in accounting systems. Trinh sets a great example of leadership for her accounting staff and other managers within the company.

then, Good-Men has grown to over 50+ employees and has completed over 500 million in contracts. She also finds time to volunteer and devote hours to her church.



### Gayle Rios

Manager, Good-Men Roofing & Construction, Inc.

Gayle was recruited by the owner's of Good-Men Roofing & Construction, Inc. to come to California from Georgia to run their Accounting & Operations when Good-Men first obtained their SBA 8A designation and landed a major contract running the Naval Base Hospital at Camp Pendleton and surrounding clinics; which they still are in charge of 13 years later. Gayle has played an instrumental role setting up and running the accounting system for the company. Since

then, Good-Men has grown to over 50+ employees and has completed over 500 million in contracts. She also finds time to volunteer and devote hours to her church.



We are honored and proud to congratulate our Directors, **Heather Hernandez** and **Brenda Verduzco**, on being named among the *San Diego Business Journal's* Most Influential Women in Accounting!

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MHM (Mayer Hoffman McCann P.C.) is an independent CPA firm that provides audit, review and attest services, and works closely with CBIZ, a business consulting, tax and financial services provider. CBIZ and MHM are members of Kreston International Limited, a global network of independent accounting firms.



Heather Hernandez  
Director



Brenda Verduzco  
Director



## MOST INFLUENTIAL WOMEN IN ACCOUNTING

**Sheryl Rowling***Principal, Rowling & Associates*

Sheryl founded the firm Rowling & Associates in 1987, but she has been providing fee-only tax and financial planning advice since 1979. Under Sheryl's leadership, the team at R&A operates with taxes top-of-mind, consistently putting tax-smart strategies in place to help clients achieve their goals. Sheryl works closely with clients on a consistent basis to ensure that their objectives can be achieved. Sheryl is also a champion of diversity. Recently, Rowling & Associates was named a

top advisor in San Diego by Advisory HQ, and Sheryl received an Honorable Mention in the Jewish Family Service's 13th Annual Invest in Others Awards for her charitable efforts.

**Francesca San Diego***VP of Finance, Pro Back Office*

Francesca San Diego is on the leadership team of Pro Back Office. In her role as VP of Finance, she has been a key player in helping PBO achieve its highest level of profitability since its inception. With nearly 30 years of experience in finance and business management, Fran provides the guidance and support that organizations need beyond their internal teams. Fran joined PBO in 2015 and has been vital to PBO's growth. She has served 8 years as a board member for the Equity Foundation - You Got

The Power, and for the Women's Global Network, and over 12 years with the Audit Committee for Casa de Amparo. What most impresses about Nicole is that even though she works in the financial services business, her main ambition in life is to create as many "WOW" moments as possible.

**Linda Runyeon***Controller, Redhorse*

With 30+ years of professional experience, Linda is a Regionally recognized expert in government contracting. She invites her team to rise to their better professional selves. Linda has cut the accounting calendar in half. The Board has fully-closed financial packages within a week or two of the month end. This allows for better strategic management. Not only does Linda participate at this critical level, she also trains her staff on new processes such as adjusting Days Receivable re-

duced from 75 to 20; Account Reconciliations done monthly rather than year-end; conversions of critical software systems. Linda always ensures the right corporate solutions are found.

**Orquidia Schon***Controller, Intersection*

Orquidia is the Controller at Intersection, in which she oversees the financials of the company in its entirety, manages the accounting dept, and supports three divisions within the company. Orquidia leads by example, with a results driven attitude. She has helped implement various software, improve labor efficiency ratios, and support the onboarding of new personnel in both San Diego and Salt Lake City.

In recent months she was promoted to Controller from Senior Accountant. Whether she is supporting client relations, managing a portfolio of properties, or training new employees, she is passionate about her work and dedicated to her company.

**Nury Saenz***Owner, Nury Saenz & Associates*

Nury is incredibly hard working and professional. She owns several H&R Block franchises in addition to her own accounting firm that specializes in providing accounting services for small business. Another standout qualification for Nury is that her firm also specializes in providing accounting services to businesses that have locations in the U.S. and Mexico or otherwise do cross-border business. She can navigate the labyrinth of laws for both countries, ensuring her clients are taken

care of. Nury is someone who truly loves what she does and enjoys helping her clients achieve success by providing them with excellent accounting services.

**Jodi Smith***Partner, Ernst & Young*

Jodi is an assurance partner with over 23 years of accounting and auditing experience. Jodi has assisted her clients with their responses to SEC comment letters and has addressed complex accounting matters, including product launch considerations, multiple element revenue recognition, accrual estimates, business combinations, and equity and debt transactions. She is a CPA and member of the American Institute of Public Accountants and the California Society

of CPAs. She serves on the Board of Feeding America San Diego. Jodi is involved with Bio-com, participating on the committee that puts on the DeviceFest each year, which draws 300 attendees from the life science community globally.

The Academy of Our Lady of Peace  
proudly congratulates our  
Director of Finance

*Jessica Occhialini*

on being recognized as one of  
San Diego's Most Influential  
Women in Accounting!

As an alumna of OLP, Jessica's success  
in finance began with an  
all-girls' education. We are grateful  
to have her leadership and financial  
prowess focused back on the school  
where she began. Jessica is integral  
to the launch of our first-ever  
comprehensive capital campaign, with  
a total construction cost of \$24 million.

Come learn more about an all-girls'  
education at our Open House on  
November 3. Visit [aolp.org](http://aolp.org).





## MOST INFLUENTIAL WOMEN IN ACCOUNTING



### Anneke Stender

Executive VP, TAG

Anneke Stender serves as Executive Vice President and is a co-owner of TAG. She manages several divisions, including outsourced corporate accounting, Family CFO and Bill Pay. She started her career as the Controller of TAG in 2003. Since then, under the guidance of Stender, the company has grown to over 60 employees with four office locations. She helped with the creation of TAG Bill Pay and to develop TAG Family CFO. With her vision to build out this new service

offering and grow TAG Family CFO and TAG Bill Pay, the company has tripled its revenue and employee size.



### Brenda Verduzco

Director, CBIZ MHM, LLC

Brenda Verduzco is a Director of CBIZ MHM, LLC and a Shareholder of Mayer Hoffman McCann P.C. (MHM). With more than 18 years of public accounting experience. As a leader in the San Diego office, Brenda provides mentorship to MHM's women professionals through her participation in the local career advisor program. In this program, she works with four manager-level career advisees, whom she has advised for several years and has seen through various promotions. Brenda is passionate about staff development and training, consistently being hands on with various internal training initiatives and, more recently, also presenting at internal technical trainings.

Diego County. Diane also served as co-chair for the 2018 San Diego American Heart Association "Go Red for Women".



### Mason Szuberla

Owner, Hughes Szuberla CPAs APC

Mason Szuberla has been working in the accounting profession for 10 years. She started her own firm three years ago and is the founding owner at Hughes Szuberla CPAs APC. Over the last 12 months, the firm has grown from a three-employee shop to having seven employees, and we expect the firm to continue to grow in the future. Mason is both technical and personable. Mason is involved in the training of the employees for the firm. She is a member of the AICPA, Oceanside Chamber of Commerce, North County Networking Alliance, and the Junior League of San Diego.

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### Diane Wallace

Audit Partner, Deloitte

Diane Wallace is a Deloitte audit partner with more than 25 years of experience. Earlier in her career, as the chief of staff for the chief executive officer of Deloitte's audit practice, Diane was actively involved in establishing national office policies and guidance. She actively mentors her colleagues and is respected for her direct communication style and insight into complex industry matters. Diane is currently a member of the Board of Directors of the YWCA of San Diego County. Diane also served as co-chair for the 2018 San Diego American Heart Association "Go Red for Women".

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### Cheryl Tishue

CFO, San Diego Bowl Game Association

Cheryl Tishue works as a CFO of a non-profit 501-c3 organization, and oversees all financial transactions, audits and team payouts. Her job requires that she manage the financials which includes twelve separate budgets. The committees she leads are Team Hospitality, Team Gifts and VIP Hospitality Tailgate. For 24 years Cheryl has built valuable relationships with the financial managers from 48 teams who have visited for the bowl game. Providing the ultimate experience for each and every player who comes to San Diego for the Holiday Bowl is her overriding personal goal. Cheryl is shy by nature, unassuming and very humble.

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### Tara Weisinger

Director of Tax Services, Rowling & Associates

Tara joined Rowling & Associates seven years ago as a member of the tax team. Due to her extraordinary organizational and management skills, Tara was named Director of Tax Services and became one of a three-member succession team. She is responsible for supervising and organizing the tax return preparation for approximately 300 clients. In addition to managing all aspects of the Rowling & Associates tax department, Tara also leads the firm's Charitable Committee, which handles everything from client events to firm-wide charitable initiatives. Recently, Tara organized an event at Petco Park for over 150 Rowling & Associates clients, team members, and sponsors.

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## SAN DIEGO BUSINESS JOURNAL BUSINESS WOMEN of the year awards 2019

November 13, 2019 | 11 AM – 2 PM

Hilton San Diego Bayfront, 1 Park Blvd., San Diego, CA 92101



## 26<sup>th</sup> Annual Business Women of the Year Awards

Recognizing the dynamic women shaping business in San Diego.

#BusinessWomen2019

## NOMINATIONS ARE OPEN!

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