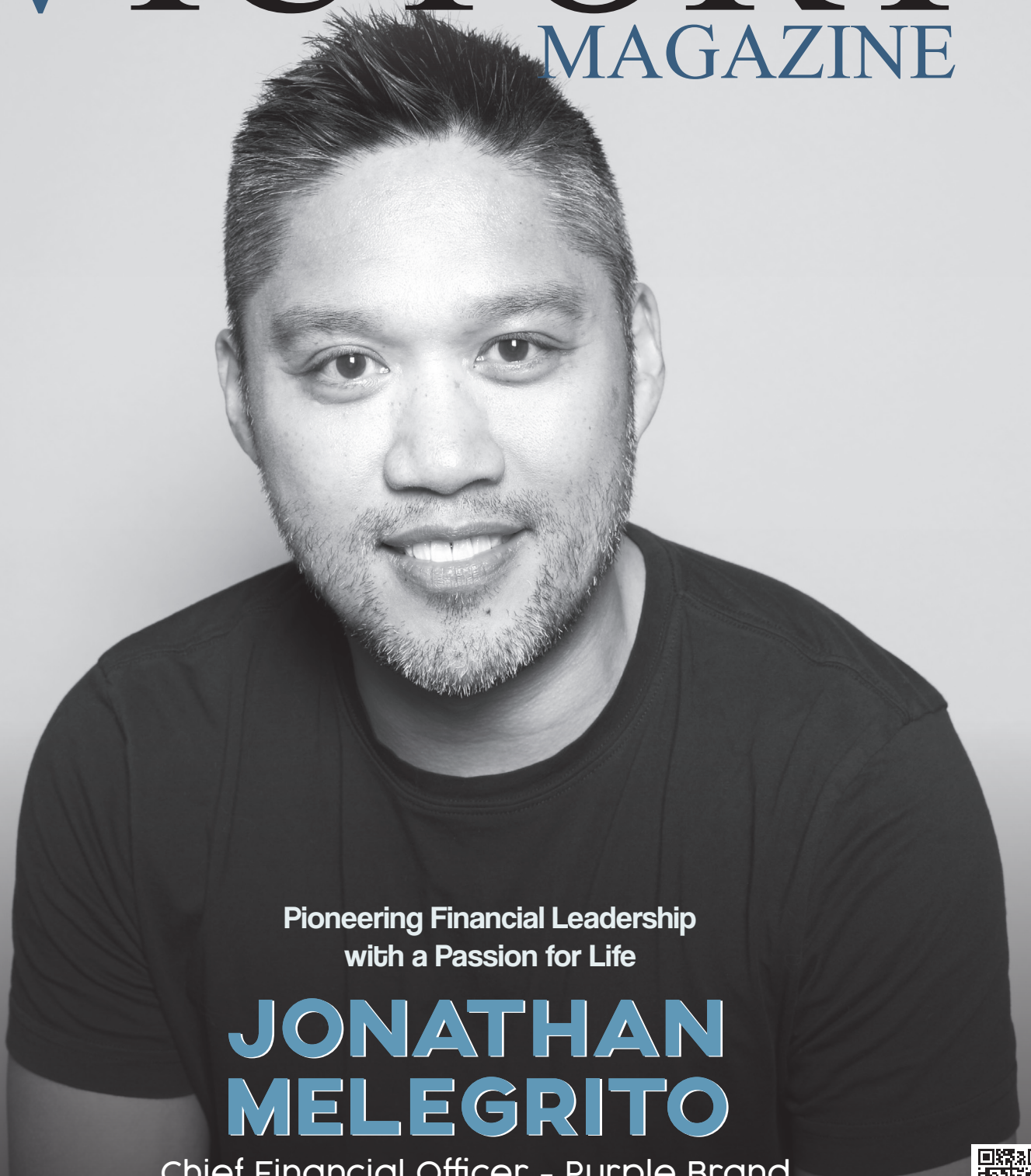


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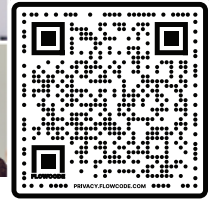
Pioneering Financial Leadership  
with a Passion for Life

**JONATHAN  
MELEGRITO**

Chief Financial Officer - Purple Brand



JULY 2024



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**Editor in chief:** Gloria Grace  
editor@thevictormag.com

**Editorial Team and Visualizers:**  
Valentina manzo, Tony Robins  
Devin Smith, George Benson

**Sales:** Vincent Ford  
Vincent@thevictormag.com

### Address

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IMPACTFUL CFOs  
TO WATCH IN - 2024



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# Editors Note

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## Leading Corporate Culture Transformation

In today's rapidly evolving business landscape, corporate culture is emerging as a critical driver of organizational success. While traditionally associated with human resources or executive leadership, the role of Chief Financial Officers (CFOs) in shaping corporate culture is increasingly gaining recognition. Beyond managing financial assets, CFOs are assuming a pivotal role in fostering a culture of transparency, integrity, and ethical conduct within their organizations.

Historically, CFOs have been primarily responsible for financial oversight and strategic planning. However, as businesses face heightened scrutiny from stakeholders and regulatory bodies, the importance of ethical leadership and financial integrity has come to the forefront. CFOs are uniquely positioned to champion these principles, given their deep understanding of financial systems, risk management, and compliance frameworks.

One of the key ways CFOs are leading corporate culture transformation is by instilling a culture of transparency and accountability in financial reporting. By implementing robust internal controls, conducting regular audits, and ensuring compliance with regulatory standards, CFOs are strengthening trust among investors, employees, and customers. Transparent financial practices not only mitigate the risk of financial misconduct but also enhance the organization's reputation and credibility in the market.

Moreover, CFOs are driving cultural change by integrating ethical

considerations into financial decision-making processes. Beyond profitability metrics, CFOs are evaluating the social and environmental impact of business operations, aligning financial strategies with sustainability goals, and promoting responsible investment practices. By incorporating Environmental, Social, and Governance (ESG) criteria into financial analysis, CFOs are demonstrating a commitment to long-term value creation and responsible corporate citizenship.

Furthermore, CFOs are spearheading initiatives to promote diversity, equity, and inclusion within finance teams and across the organization. By fostering a culture of diversity and embracing different perspectives, CFOs are driving innovation, enhancing problem-solving capabilities, and fostering a more inclusive work environment. Through mentorship programs, diversity training, and recruitment efforts, CFOs are ensuring that finance teams reflect the diverse talent pool and contribute to organizational success.

In conclusion, CFOs play a pivotal role in leading corporate culture transformation by championing financial integrity, ethical leadership, and inclusive practices. By fostering a culture of transparency, accountability, and diversity, CFOs are not only mitigating financial risks but also driving long-term value creation and sustainable growth. As stewards of financial resources, CFOs have a responsibility to uphold the highest standards of ethical conduct and contribute to a positive organizational culture that benefits all stakeholders.





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## Pioneering Financial Leadership with a Passion for Life

# JONATHAN MELEGRITO

Chief Financial Officer - Purple Brand

**I**ntroducing the linchpin of fiscal strategy and stability within any organization: the Chief Financial Officer (CFO). As the guardian of financial integrity, the CFO plays a pivotal role in steering the financial course of a company, meticulously tracking cash flow, conducting in-depth financial analysis, and formulating strategic directions. Their purview extends beyond the day-to-day financial operations, as they also serve as strategic advisors to the CEO and other key stakeholders.

In the realm of contemporary fashion, one standout CFO exemplifies the essence of financial leadership and innovation: Jonathan Melegrito of Purple Brand. With a keen eye for financial intricacies and a steadfast commitment to excellence, Melegrito has emerged as a beacon of financial stewardship within Purple Brand. (Purple Brand is a global apparel brand, founded in 2017 at the intersection of industrial design, streetwear and luxury fashion.) Melegrito's remarkable contributions have not gone unnoticed, as he has garnered recognition among The Most Impactful CFOs to Watch in 2024.

### From the Scratch

Born in the small town of Prince Rupert, British Columbia to parents from the Philippines who emigrated to Canada, Jonathan Melegrito grew up amidst picturesque sceneries of oceans, mountains, forests and lakes. He cherished the diverse community that surrounded him—a vibrant blend of immigrant families from around the globe intermingled with the local First Nations.

The eldest of four boys, Melegrito was an energetic-youngster and a free spirit filled with competitiveness and curiosity. Encouraged by his parents, he enthusiastically participated in a myriad of activities. From cub scouts to soccer, bowling to basketball, swimming to figure skating—anything to channel his relentless drive, kept him super engaged.

Even though Melegrito's parents weren't from affluent backgrounds they did their best and successfully built a happy life in Canada, which boosted in him a strong pursuit to strive hard too. His Mom worked as a public practice accountant and his Dad was an office manager for the Prince Rupert Canfisco location. While growing up he often visited them at work and remembered seeing them dressed up, sitting at their desk engaging clients or colleagues with a smile on their face. These experiences, along with the fact that he had an innate entrepreneurial spirit, naturally lead him towards a career in finance.

### Charting a Course

Having completed his Bachelor of Commerce degree with a specialization in accounting from the University of British Columbia Sauder School of Business, Melegrito began his professional journey by articling with KPMG, where he obtained his CPA, CA designation. Following this, Melegrito embarked on a year-long journey through Southeast Asia to broaden his horizons before delving into his career.

Upon returning to Vancouver, Melegrito secured a finance role at the head office of Sierra Systems Group Inc., a publicly traded IT services and management consulting firm. In May 2012, Melegrito received an unexpected opportunity to join Herschel Supply Company Ltd. (the well-known backpack and accessories brand) as their Head of Finance, marking the beginning of an exhilarating chapter in his career. His tenure at Herschel, initially as the 12th employee, saw him play a pivotal role in steering the company through rapid growth and cultural significance.

### Journey Towards Purple-Brand

After nine years of dedicated service, he made the decision to step down from his role as SVP, Finance, seeking a well-





deserved career break following a period of personal and professional challenges.

After spending 18 months rejuvenating both mentally and spiritually during a period of “fun-employment,” Jonathan Melegrito felt a renewed sense of purpose and readiness to reenter the workforce.

With a clear vision of wanting to contribute to the retail industry, particularly with a brand primed for growth and relevance, Melegrito set his sights on a position that offered more than just a paycheck. He sought out an environment filled with talented, inspired individuals and supportive owners who would enable him to leverage his expertise and create meaningful value. The opportunity to join Purple Brand as their CFO emerged as the perfect fit, ticking off all the criteria on his list. He joined the team in December 2022, working in their Vancouver office.

### As the CFO

In his role as CFO of Purple Brand, Jonathan Melegrito leads both the Finance and People & Culture teams, assuming accountability for their respective functions. This includes overseeing financial reporting and compliance, managing budgets and working capital, asset safeguarding, risk management, and FP&A, alongside ensuring the optimization and positive engagement of the workforce. Recognizing the need for rapid advancement in these areas, Melegrito swiftly scaled up his teams’ capabilities both locally and internationally.

A central focus of Melegrito’s mandate is to elevate brand and enterprise value, a responsibility entrusted to him as the sole C-suite member. Empowered by the partners, he helps shape the company’s strategies and pace, relishing the opportunity to chart the course for Purple Brand’s future. Starting with a holistic approach, Melegrito strategically evaluates the company’s objectives, resource requirements, and priorities, conducting comprehensive financial analyses with sound business sense.

When we personally asked Melegrito to talk about a few of the major milestones Purple-Brand has achieved during his leadership, he shared - “We launched our highly anticipated Women’s line for the SS24 season. And in July 2024, Purple Brand is set to open its first retail store, a flagship in Soho, New York, poised to showcase the quintessential Purple Brand experience”.

Furthermore through the conversation Melegrito also spoke about how he is spearheading plans to expand further, with up to five additional locations slated to open within the next eighteen months.

Looking ahead, Melegrito highlighted Purple Brand's exciting project pipeline, teeming with new product categories and collaborations, including a partnership with Mitchell & Ness for the NBA, signaling continued innovation and market expansion.

### Elevating Purple Brand's Financial Profile

Jonathan Melegrito's impact as Chief Financial Officer of Purple Brand also encompasses strategic initiatives that propel the company's growth trajectory. One notable achievement lies in securing a pivotal credit facility from JP Morgan, the world's largest bank.

Before Melegrito's tenure, Purple Brand faced challenges in securing favorable terms for a credit facility to support its growing working capital needs. Lenders hesitated due to the company's startup status and perceived uncertainties regarding its management and financial track record. Recognizing an opportunity to leverage his reputation and relationships, Melegrito reached out to his contacts at JP Morgan.

Within a week, representatives from JP Morgan flew to Vancouver and met with Purple Brand's owners and Melegrito, despite their unfamiliarity with the brand. Melegrito's established rapport and proven history with JP Morgan instilled confidence in the bank, leading to the offer of an attractive lending arrangement surpassing previous terms. JP Morgan's willingness to partner with Purple Brand underscored their faith in Melegrito's ability to drive the company's success to new heights.

### On a Personal Note

Jonathan Melegrito finds immense joy in his work, driven by his passion for what he does. Energized by fulfilling workdays, he prioritizes maintaining a healthy work-life balance, a value echoed by Purple Brand's ownership. Despite their unwavering commitment to building the brand and producing top-quality products, the owners emphasize the importance of family and personal time.

Outside of work, Melegrito leads a lowkey and fulfilling life. He enjoys a variety of activities, from watching or playing sports to spending quality time with family and friends. Exploring new restaurants, attending events, golfing and soaking up the vibrant atmosphere of Vancouver summers are among his favorite pastimes. In winter, he embraces snowboarding adventures. With his three-year-old poodle named Django, he relishes daily walks and playtime. Melegrito's passion for music extends to live DJ sets for friends, discovering new songs and going to concerts.

His wife Leah has been a longtime source of love and support. Cooking with her is a cherished activity, often involving experimenting with new recipes or hosting



cooking competitions with friends. Traveling, whether locally in Canada or internationally with her or close friends, is a source of joy and inspiration for Melegrito. Always eager to embrace new experiences, he occasionally ventures into unconventional pursuits like bungee jumping, paragliding, whitewater rafting, or even growing his own mushrooms.

Jonathan Melegrito acknowledges that there is still much to explore within the higher-end fashion industry, particularly in mastering the intricacies of managing successful Purple Brand retail stores. Recognizing the challenges posed by economic factors such as interest rates and inflation, Melegrito anticipates the need to navigate these headwinds to propel Purple Brand towards its full potential.

On a personal level, Melegrito harbors aspirations of achieving a more balanced lifestyle in the future. While committed to his current role, he envisions transitioning to a less demanding work schedule later in life, allowing him to indulge in his passion for travel, tick off bucket-list experiences, and savor quality time with loved ones. ♥



# COUNTING ON SUCCESS: HOW ACCOUNTANTS ASSIST YOUR BUSINESS

**Y**our business plan becomes more realistic.

Many entrepreneurs have great business ideas. However, no matter how good these are, they do not necessarily fit the existing situation, and thus these ideas may fail. By involving an accountant early in the planning process, you can create a more realistic business plan that will guide you in the right direction. This is because an accountant can generate reports and financial projections as well as provide professional advice to help you develop an effective business plan.

**You can choose the best business structure for you.**

In Australia, the four main business structures are sole traders, companies, partnerships, and trusts. The structure you choose is determined by the needs of your business. A Brisbane business accountant can explain and assist you in determining

the factors you need to consider to determine which business structure is best for you.

**You have a better chance of obtaining a business loan.**

To successfully obtain the bank's approval for a loan, you must demonstrate to them that you are capable of repaying the money you will lend. You can provide the bank with figures that support your loan application with the help of a professional accountant. An accountant can also assist you in determining the best type of loan for you.

**You can conserve time for other business matters.**

Yes, you can do your thriving business's taxes, but have you considered how much money you lose by just doing taxes? Keep in mind that time is money. If you spend eight hours calculating your taxes, and your time is worth \$100 per hour, that means you spend \$800 every time you deal with your taxes. And, because you are not a tax expert, you run the risk of



making mistakes. Hiring an accountant can relieve you of that time-consuming task, allowing you to focus on matters that will help your business grow and generate more revenue. You will also have the assurance that your taxes are being handled by a professional.

### **You'll learn more about the financial situation of your business.**

As the owner of a growing company, you will eventually run out of time to deal with every aspect of your business. If you feel like you're losing track of your finances, it's a good idea to hire Brisbane accountants to assist you in Australia. An accountant can provide you with reports that will help you better understand your company's current financial situation. This allows you to keep track of your company's cash flow, revenue, and much more.

### **Bottomline**

Aside from the reasons listed above, there are numerous other reasons why entrepreneurs and individuals in need of financial assistance require the services of an accountant. These reasons include staying current with tax laws, maintaining accurate financial records, and completing business compliance documents. Furthermore, if you are new to a startup, they can offer you useful business Coaching Brisbane that can help you set it up.

If you're still unsure whether you need an accountant for your personal or business needs, MSI Taylor is there for you for a free initial consultation in Brisbane. Their Brisbane team is proud to work with a wide range of clients, no matter how large or small. So, if you're looking for the best business accountants Brisbane, look no further.



# RICHARD CASTEN

## CHIEF FINANCIAL OFFICER - COSETTE PHARMACEUTICALS, INC.

### Driving Success

**T**he role of Chief Financial Officers (CFOs) has transcended traditional boundaries of finance, evolving into multifaceted leaders driving strategy, technology, innovation, and culture within organizations. Having read and observed CFOs worldwide and across diverse organizational structures and sizes, it's evident that strategic decision-making lies at the core of their responsibilities. Their involvement extends beyond financial matters, increasingly encompassing pivotal decisions on how businesses adapt to emerging trends, particularly at the intersection of technology and finance.

This evolution is exemplified by Richard (Rick) Casten, the CFO of Cosette Pharmaceuticals, whose strategic acumen and forward-thinking approach set him apart as a beacon of leadership in the pharmaceutical industry.

#### Roots of Resilience

Brought up in Pittsburgh, PA, being the youngest among five siblings, Rick's father's career spanned from sales at National Steel/Stran Steel to becoming a stockbroker for Merrill Lynch after earning an MBA from the University of Pittsburgh. Meanwhile, his mother, the CEO of the Casten Family, instilled the values of education, hard work, and dedication in him and his siblings, ensuring they excelled both academically and athletically.

Rick's journey into accounting began in high school, where he discovered a passion for the subject. Despite some initial challenges and focus at Lehigh University, he found guidance and mentorship from professors like Dr. Parveen Gupta, who took the time to invest in his students through review of homework and tests, as well as complex accounting principles and concepts during his office hours. Professor Gupta imparted invaluable technical knowledge and



**Richard Casten,**  
Chief Financial Officer  
Cosette Pharmaceuticals, Inc.

skills in accounting and auditing. This foundation laid the groundwork for Rick's successful career trajectory.

His academic pursuits at Lehigh University equipped him with critical thinking and quantitative analysis skills, essential for his role as a CFO today. Armed with a degree in accounting from Lehigh, his CPA certification in both Pennsylvania and California, along with an MBA from the Johnson School at Cornell University, Rick embarked on a commendable yet elaborate career path.

## Seasoned Leadership

With over 25 years of experience spanning the pharmaceutical, biotech, Fortune 500 consumer products, and public accounting sectors, Rick brings a wealth of expertise to his leadership role at Cosette.

Before joining Cosette, Rick served as the Executive Vice President and Chief Financial Officer of Baudax Bio., a publicly traded pharmaceutical company specializing in innovative products for acute care settings. In this capacity, he spearheaded all financial aspects of implementing the company's global corporate strategy. Prior to Baudax Bio., Rick held the position of Vice President, Controller, and Treasurer at Lupin Pharmaceuticals, Inc., where he oversaw all of the financial, accounting, and treasury operations for the \$1B U.S. Business.

His career journey also includes roles at Endo International plc, a specialty pharmaceutical company, and Campbell Soup Company, where he held positions of increasing responsibility. Rick's foundational years of experience were spent at Ernst & Young LLP, where he rose to the rank of Senior Manager in Assurance and Advisory Business Services.

## As the SVP & CFO

In a brief interview, we inquired about Rick's primary roles and responsibilities as the SVP and CFO. He indicated, "I oversee all global financial operations, risk management, treasury and cash management, tax, and the company's long-term strategic priorities." During our discussion, he elaborated on how his extensive experience in building commercial enterprises, directing multifunctional teams, and achieving results across diverse therapeutic domains uniquely positions him as a driving force behind Cosette's ongoing evolution and success in the ever-changing healthcare arena.

Rick also believes that successful collaboration entails active engagement, empathy, accountability and a readiness to work towards common objectives. In his role as the CFO of Cosette Pharmaceuticals, he endeavors

to foster cohesion and financial alignment throughout the organization, encompassing senior leadership, commercial, manufacturing, quality, research and development, finance, business development, human resources, regulatory, information technology, and strategy departments.

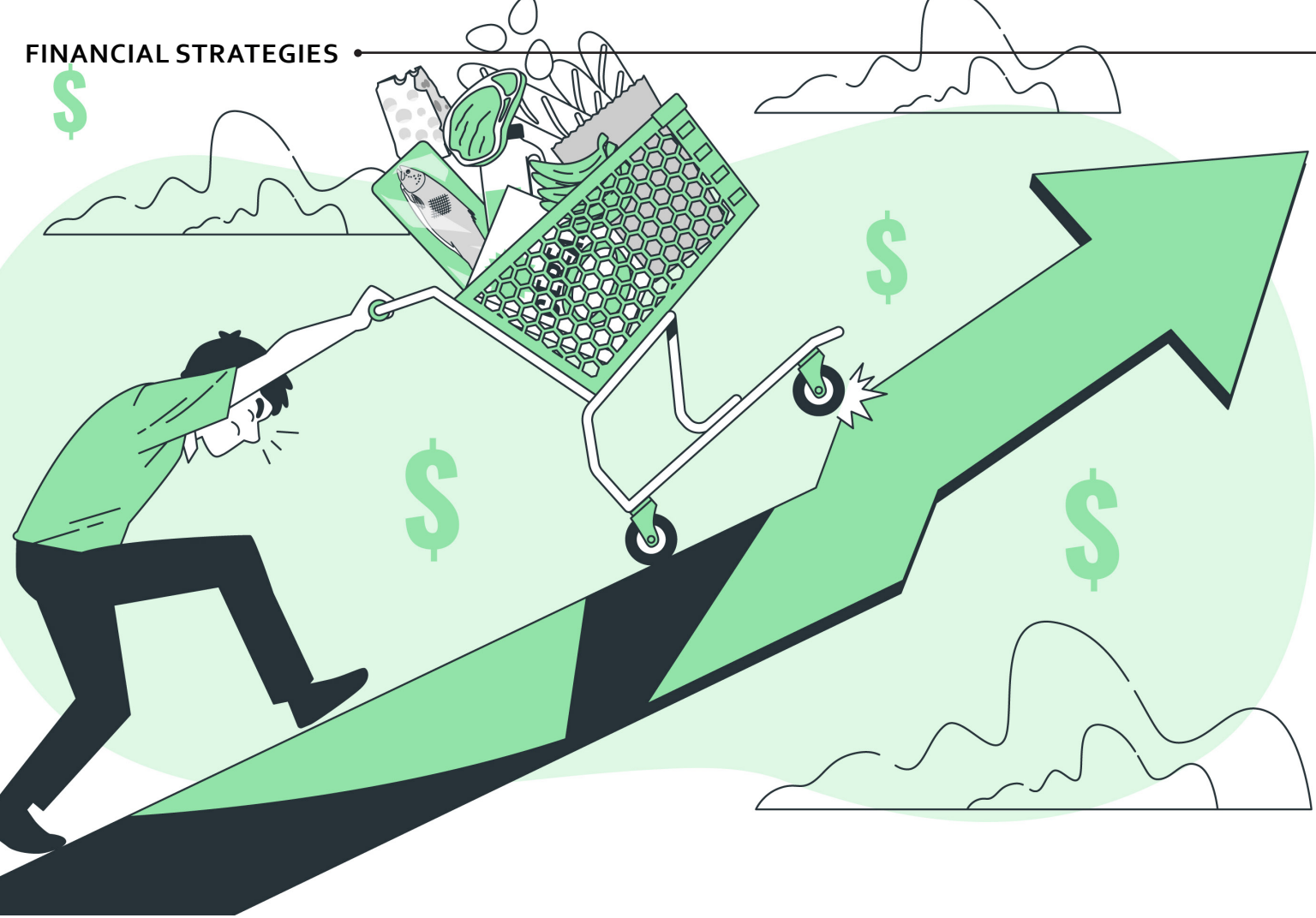
## Driving Transformation and Innovation

Under Ricks guidance, Cosette Pharmaceuticals has achieved significant growth and made transformational progress to be a leader in the specialty pharmaceutical industry. They've transformed from a legacy dermatology generics organization to becoming a branded and generics specialty pharmaceutical entity, driven by a strategic acquisitions in 2022 and 2023. With a cutting-edge manufacturing site in Lincolnton, NC, and strategic partnerships with major retailers like CVS and Walmart, Cosette is expanding its market reach. The company remains committed to innovation, investing in research and development for life-enhancing therapies. With several products in development awaiting FDA approval, Cosette's focus on quality and cybersecurity fortification ensures readiness for future growth and success. Overall, Cosette Pharmaceuticals, led by Rick Casten, is primed for continued innovation and positive impact on patient lives and the pharmaceutical industry

## Balancing Act: Rick's Approach to Work-Life Harmony

Rick emphasizes the importance of a well-rounded personal life outside of work for achieving success in the office. His recent focus has been on raising his two children and spending quality time with his wife, instilling values and prioritizing education within their family dynamics. Rick has also been actively involved as a coach and mentor in his children's sports activities, emphasizing good sportsmanship and respectful competition. With his children now entering college, Rick and his wife enjoy more time together with their friends, indulging in beach outings, golfing, and travel adventures.

Outside of family life, Rick Casten engages in various activities to maintain a healthy work-life balance, including fitness and exercise, international travel and exploration, as well as volunteering and community service. He believes that maintaining overall well-being requires a proper balance between work and personal pursuits. To achieve this balance, Rick suggests setting clear boundaries, prioritizing self-care, organizing tasks efficiently, learning to say no when necessary, and embracing flexible work arrangements. He also advocates for unplugging work after hours to fully recharge and rejuvenate. 🍷



**I**nflation is a horrible nightmare that investors and individuals fear alike. While everyone fears this very possible form of reality, not many understand what it actually may be and how it affects our finances. Understanding what exactly happens during inflation is the key to finding ways to mitigate its impact.

As a beginner, grasping the full extent of this concept can be challenging. In simple words, inflation directly affects one's purchasing power negatively. Understanding how it works can help you cater to the threats and challenges it poses.

*Here is all you must do to battle inflation and stay ahead of it at all times.*

### **Diversify Your Investment Portfolio**

You do not have to be a professional investor to have investments. Every smart person understands the power of investments for a safe and comfortable financial future. While it

is a good way to grow financially, the worst mistake you can make is to invest all your money in one way.

Diversification of your investments is very important to stay ahead of inflation and mitigate your losses effectively. You can buy gold and silver online from reliable resources such as Advantage Gold, look for real estate opportunities, purchasing stocks, dividend stocks and much more to mitigate risks.

This way, you will always have a back up plan in case things do not work out with one investment. This can give you peace of mind and comfort to focus on additional streams of income.

### **Invest in Dividend Stocks**

A dividend is a payment made by a company to its shareholders, usually in the form of cash or stock reinvestment, based on the company's profits. Income through dividend stocks can help investors meet their liquidity needs. It is a preferred type of investment for many beginners.



# A BEGINNER'S GUIDE TO STAY AHEAD OF INFLATION

If you invest in stocks that pay dividends, you can receive a steady income that may increase over time. This advantage sets dividend stocks apart from several other investment opportunities and can help counteract the negative impact of inflation. If you have never had the luck of trying dividend stocks before, you must seek the help of a financial advisor before proceeding ahead.

## **Make Passive Income Streams**

In addition to reviewing and adjusting your investments regularly, you can also reach your financial goals and reduce risk tolerance by focusing on increasing your income in different ways. Career advancements can be a great way of staying ahead of inflation.

However, maintaining a healthy work-life balance must never be overlooked in the process. Make sure that you get enough mental and physical rest to start fresh every day. You must avoid exhaustion in order to make your life smoother.

You must always look for side hustles and ways to earn passive income if you have the time and skills. Maintaining an income stream besides your regular job can help you keep up with global and local financial fluctuations. You will also be able to free up more funds for investments and emergency funds.

## **Create and Follow a Budget**

It is important to keep track of your expenses and adjust your budget accordingly. A well-made budget can help you accommodate rising prices during inflation. Even if inflation is not an active issue, budgeting can help you improve several aspects of your life and prepare for the unforeseeable future.

You can cut unnecessary expenses, prioritize saving and investing, and make informed financial decisions by budgeting. If you have a partner, make sure to also involve them in the process. Creating budgets can also be an ideal opportunity for one to educate their children financially. 📌

# DANIELA GUERRERO

## CHIEF FINANCIAL OFFICER

### LATIN AMERICA, DOPPELMAYR GROUP

#### Striking the Right Chord

**T**he transformation happening in industries globally has caused an increase in women occupying leadership positions and leading the way for positive progress within their companies, including sectors that have been heavily male-dominated like engineering and transportation. Women are playing a pivotal role in these industries and companies are beginning to take note. One such example is the Doppelmayr Group, a major player in the cable car and ropeway industry.

At Doppelmayr, Daniela Guerrero has emerged as a trailblazer in this movement. As the Chief Financial Officer, Guerrero exemplifies the qualities of a forward-thinking leader. Her strategic financial acumen, coupled with a commitment to innovation, has not only contributed to the success of Doppelmayr but has also positioned her as a notable figure in the finance and technology sectors.

With her visionary leadership, Daniela Guerrero is certainly one of “The Most Impactful CFOs to Watch in 2024.” Her accomplishments serve as an inspiration, not only for women aspiring to leadership roles but for professionals across the spectrum. As we celebrate the strides made by women in various industries, Guerrero’s story adds another dimension to the narrative of women leading the way and making a lasting impact on the business world.

#### How it all Started

Daniela was born in the small town of San Juan De Pasto, Colombia as the youngest of three sisters, in a very traditional and hardworking family. Coming from a family of teachers and principals and growing up in an education-oriented environment, Daniela had a natural inclination towards continuous learning. She constantly scored top marks in her classes winning praises and awards. Also, her talent in Math motivated her to stand for her school during the National Mathematical Olympiads and attained good results in the process.

Daniela’s ravenous quest for knowledge didn’t stop with academics at all. She was also keen on the arts, literature as well as sports. She developed a liking for music and taught

herself to play the guitar and piano and was active in basketball, skating and athletics. She excelled in music competitions and sports champions as both an individual and in a team.

Two important situations influenced her trajectory. She participated in a literary competition on “Don Quijote de La Mancha,” which was held in Spain to celebrate its 400 years since the book was published. Through this contest, she emerged as the first prize winner with her essay “Una Locura Feliz,” taking her to Spain as a representative of her country.

This experience motivated Daniela to study Business Administration in Bogota. She took up leadership positions while at the prestigious Universidad Del Rosario, among them becoming the Colegial de Número, contributing to the university administration, and representing the institution in several platforms.

#### A Scholarly Odyssey

Graduating with a degree in Business Administration from the prestigious Universidad Del Rosario in Colombia, Daniela’s early academic years laid the foundation for her multifaceted career.

Driven by her love for finance, leadership, and management, Daniela pursued a second degree at the same university, specializing in International Business Administration and Finance. This deliberate choice further honed her expertise in finance and expanded the horizons of her career. Concurrently, she enriched her academic experience through participation in the exchange program with the National Autonomous University of Mexico (UNAM).

To augment her qualifications, Daniela earned an MBA from the ESDEN Business School and the Catholic University of San Antonio de Murcia in Spain. This international exposure broadened her perspective and deepened her understanding of global business dynamics.

Recognizing the evolving landscape of the business world, Daniela undertook several specialized courses covering diverse areas such as IFRS accounting, tax regulations, corporate finance, mergers and acquisitions, digitalization, sustainable investing, and financial accounting. Her commitment to continuous learning extended beyond

the financial realm, encompassing courses in leadership, E-Leadership, E-Commerce, communication, and effective presentations, all aimed at developing her soft skills.

### From a Trainee to Trailblazer

In 2010, Daniela Guerrero started her career by being a Finance trainee in the Energy sector of Siemens in Colombia. This was just the beginning of an exciting and multidisciplinary career that cut across different countries.

Daniela's career was a sequence of jobs that covered various fields of Colombia as well as in different parts of Latin America, Europe, and within several areas of the company, including Healthcare industry and the Audit area. During her tenure, she fulfilled key roles like Bid Finance Manager, Finance Manager, and Controller for Projects. She also played different roles, such as auditing and head of finance and controlling for business units and countries.

In 2018, she joined Doppelmayr, a world-class cable transport company whose technology is cutting edge. Subsequently, Doppelmayr wanted to strengthen its presence in Latin America and lead the way in urban transportation via ropeway systems. Thereby, Daniela was in-charge for reshaping financial systems at subsidiary level to ensure alignment with corporate policies. This entailed the active inclusion and participation in the strategic directions and regional consolidation of the company.

### As the CFO

As the CFO for Latin America, Daniela was responsible for overseeing the financial strategies, business support, accounting, planning, analysis, execution and reporting in the region. "I'm responsible for the supervision and guidance of the LATAM Controllers and Finance teams and for the implementation and support of compliance with corporate regulations, as well as process optimization and direct reporting to headquarters", Daniela shared.

When we further asked her to elaborate on her primary focus as the CFO, she further added - "My focus during these years has been to consolidate the structures of the companies in the region, and also ensure that we have a qualified financial team, as well as good external advisors mainly for tax and audit processes". "And in this pursuit me and my team end up creating and standardize reporting processes and control and ensure the quality and compliance of budgets, forecasts, and financial plans, analyze financing strategies, as well as effectively coordinate working capital, investments and income", Daniela elaborated.

Apart from her actual role as the CFO, Daniela also completely partakes in learning and upgrading, in order to stay updated with world trends and demands, and consumer behavior. She also goes beyond her normal finance duties to understand the business model and technical issues of



**Daniela Guerrero**  
CFO  
LATAM - Doppelmayr Group

the equipment and technology the company offers, in turn, guiding the company towards successfully establishing a HUB for Latin America in Mexico for it to be the center designed to support activities related to the business.

### Knowing Daniela Guerrero

Daniela considers music as a hobby but also uses it as a way to detach the demands of her job. She has been writing songs and playing the guitar since childhood, and this serves as a joy in creating this outlet of music.

Besides her other commitments, Daniela enjoys traveling and being with her parents, sisters, nephews, and friends. Over time, Daniela realized that even in her field of work, there are a lot of hurdles to strike a good work-life balance. Balance remains crucial in the lives of individuals as it has several benefits on both personal and professional levels leading to better physical, mental and professional wellness.

According to Daniela, achieving work-life balance is necessary for decreasing stress levels and enhancing employees' lives as a whole. She applies personal strategies and those of her team to ensure satisfaction from both perspectives. This includes promoting flexible working hours, respecting the working rest days, organizing group activities with a view of fostering better relationships among team members, and re-emphasizing that productivity is not all about time. 📌



# COMPREHENSIVE INSIGHTS: WHAT ARE THE TYPES AND ROLES OF AN ACCOUNTING FIRM?

**A**ccounting firms offer a variety of services to help business owners stay organised, tax-compliant, and ready for growth. They should be seen as business partners, not just bookkeeping cost-cutters. Most accounting firms provide bookkeeping, payroll, tax preparation, business valuation, financial Planning Brisbane, and more, with some specialising in tax strategy. Here are some of the most common services that an accounting firm can provide:

## **Payroll and operational bookkeeping**

Accountancy firms can assist by working with Brisbane bookkeeper to maintain accurate cash flow records, generate profit and loss statements, manage accounts receivable, and handle outgoing funds like vendor payments and payroll processing. They can also assist in completing the required federal paperwork for onboarding employees and independent contractors, ensuring the company can issue year-end payment documents.

## **Tax preparation and planning**

Accounting firms prepare corporate tax returns and year-end business documents and delegate authority to represent clients in ATO (the Australian Taxation Office), information requests, or audits. They also help identify the best tax scenarios for businesses and help create entities that make the most tax sense.

Accounting firms can assist in estate planning requirements and develop the right mix of business entity creation and family trust establishment. They collaborate with estate planning attorneys, financial planners, and insurance agents to develop long-term strategies for business transfers and estate tax mitigation. They also help identify specific estate planning requirements for businesses and their key owners.

## **Business Growth and Valuation**

Accounting firms are crucial for companies to create valuation reports, obtain audits, and obtain financing for loans or funding. They use the previous year's revenues, book of business, and growth patterns to determine a reasonable value for a company. They also provide pro forma financial statements and projections to new businesses, used to secure initial funding or expand a business. These calculations are based on industry data and existing company financial history.

## **What are the different types of accounting firms?**

Accounting firms are essential for businesses in Australia to handle critical financial tasks, adhering to ASIC and GAAP accounting rules. They audit financial statements and provide taxation, management consulting, mergers and acquisitions, and forensic accounting. The required firms are determined by a business's needs and can offer tools and software like Reckon Accounting Packages for basic invoicing, billing, tax calculations, and project management.



### **Tax accounting companies**

Tax accounting firms cater to businesses and individuals, employing CPAs. They must stay updated on the tax laws established by the ATO. Employees are required to take continuing education courses to stay informed. Tax season is particularly busy, with employees working long hours.

### **Firms that provide bookkeeping services**

Bookkeeping firms provide basic accounting services for small and medium-sized businesses, including accounts receivable and payable, bank reconciliation, financial statement preparation, payroll, tax preparation, and loan package preparation. They can also automate a company's book-

keeping by using Quickbooks Online.

### **Firms of Public Accountants**

Certified Public Accountants (CPAs) who work in audit, tax, and management consulting are common in public accounting firms.

### **Forensic accounting firms**

Forensic accounting firms use accounting skills and legal policies to uncover fraudulent activities, collaborate with law enforcement, and testify in court cases involving embezzlement, identity theft, money laundering, and stock price manipulation.

### **Conclusion**

Finally, accounting firms' responsibilities include providing financial advice,

conducting audits, preparing tax returns, ensuring regulatory compliance, offering management consulting, and assisting businesses in making sound financial decisions. Besides, some accounting firms also provide you with career opportunities in junior or senior accountant jobs in South Brisbane. The services provided may differ depending on the type and specialisation of the accounting firm. Business owners should interview multiple firms to find the best fit for their specific needs.

Marsh Tincknell, a 30-plus-year-old accounting firm in Mt. Gravatt, offers financial assistance to clients of all sizes, ensuring financial success and freedom of choice. They also offer senior tax accountant jobs in Brisbane. 

# FRANK STOKES

CHIEF FINANCIAL OFFICER - CASTLE BIOSCIENCES, INC.

## Navigating Finances, Leading Success

**T**he position of finance organizations has evolved over time to become true strategic cornerstones of organizational performance as companies pivot to address complex global market conditions and shifting regulatory environments. These complicated financial landscapes require highly skilled financial leaders who can help stabilize the financial system, promote growth, and drive the interests and performance of their companies forward.

Frank Stokes, the Chief Financial Officer (CFO) of Castle Biosciences, Inc., is a prominent example of this requirement for financial competency in company leaders. His energetic leadership style, combined with his passion and keen financial expertise, highlight the critical role that skilled financial professionals can play in the success of their companies. Castle Biosciences, a company dedicated to advancing health with cutting-edge diagnostic technologies, understands that realizing its goals requires a strong financial leader like Frank Stokes.

### From the Scratch

For as long as Frank can recall, he aspired to become a lawyer, with an interest in practicing securities or litigation law as he approached law school. However, approximately three weeks into his legal studies, he came to the realization that the legal profession wasn't his true calling. What truly captivated him was the business side of the law. Consequently, after completing law school, Frank pursued an MBA, discovering his forte in finance and developing a genuine affinity for banking.

When questioned about early aspirations of becoming a Chief Financial Officer (CFO), Frank clarified that his ambitions have always reached higher. During his MBA journey, Frank received invaluable guidance from generous professors, particularly one who emphasized the importance of focusing on personal priorities, steering clear of comparisons with others, or



**Frank Stokes,**  
Chief Financial Officer - Castle Biosciences, INC.

dwelling on the past. This mentor's unwavering confidence in Frank's abilities and encouragement to "make it happen" proved instrumental not only during graduate school, but also in shaping Frank's trajectory beyond academia.

### Journey towards Castle Biosciences

Having known Derek Maetzold, Castle's CEO, for several years, the company was a familiar entity to Frank. He held a consistent enthusiasm for the opportunities Castle was actively pursuing. In the realm of developing diagnostic tests, Frank offered a notable perspective on two distinct approaches. The conventional method that most companies pursue involves building a tool first, akin to a hammer, and then seeking applications for it. However, he highlighted the



potential pitfalls of this approach, emphasizing that without a specific need (or “nail”) in mind, technologies might struggle to find practical applications. The alternative, and in Frank’s view, the more successful method, is to first identify a specific clinical need and then develop the corresponding diagnostic tool, akin to building the hammer for a known nail. This was precisely the approach adopted by Castle Biosciences, as they had identified a clinical need and then meticulously developed the necessary tool to address that need.

Despite the challenges involved in such an approach, Frank had confidence that with Derek’s leadership and Castle’s strategic methodology, the company would achieve success. As a banker at the time, Frank actively pursued a relationship with Castle, anticipating their eventual move to go public. And in 2017, after transitioning from banking to working for a startup, Frank was approached by Derek. Castle was considering going public, and the board recommended Frank to assist in this significant step. The timing was perfect, leading Frank to join Castle Biosciences in December 2017. Almost exactly two years later, Frank successfully stewarded Castle through its IPO, marking a crowning achievement in his career.

## As the CFO

Frank and his team’s philosophy is to treat the rest of the organization as their clients, and themselves as a key service provider to the company. His team aims for inconspicuousness, since a well-run financial department should ideally not be noticeable, unless it’s to provide accolades for hard work. The ultimate objective is to provide smooth, efficient service that meets the demands of all parties involved through precise and flawless execution.

Reflecting on the strategic decisions made by Castle’s leadership during the challenging circumstances of 2020, Frank commented that the company took a proactive approach in planning for the impact of the COVID-19 pandemic. His

finance team, under this forward-thinking strategy, diligently secured enough capital to execute the company’s business plan, irrespective of the external macro environment. This foresight proved to be exceptionally rewarding, as Castle continued to lead and grow the company during a time when other companies were making significant cutbacks in programs and/or staff.

## Knowing Frank Stokes

Frank prioritizes his mental and physical well-being by maintaining a consistent exercise routine, emphasizing that regular workouts contribute not only to his focus, but also to his overall longevity. Beyond fitness, Frank has a passion for scuba diving, although his opportunities to participate in this activity have diminished over time. Additionally, about a year and a half ago, he rekindled a childhood interest by taking up guitar lessons. Acknowledging the challenges this may pose for his guitar teacher, Frank finds immense joy in playing again.

Despite the demanding cycles of work, Frank prioritizes his family above all else. As such, he ensures that staffing and management decisions are based on maintaining a healthy work-life balance and actively managing the inevitable fluctuations in cyclical work demands. Admittedly, achieving this balance is not always straightforward, but driven by the significance of family in his life, Frank strives to create a work environment that allows everyone the necessary time to focus on their personal priorities.

Looking ahead, Frank envisions Castle Biosciences continuing to grow and evolve in significant ways, with the goal that all its diagnostic tests become standard-of-care in the disease states they address. A demonstrated effectiveness of the Castle commercial playbook across its dermatology, gastroenterology, and mental health franchises reinforces his conviction that the company’s trajectory towards this achievement is not a question of if, but when. 📌

# INSIGHTS ON EFFECTIVE LEADERSHIP

**A**n organization no matter how small or big it is calls for a leader. The leader on the other hand cannot just be someone. He has to be an effective leader, so to speak. Anyone can become a leader but only a few can exhibit effective leadership.

The leader on the other hand cannot just be someone. He has to be an effective leader, Insights on Effective Leadership Articles so to speak. Anyone can become a leader but only a few can exhibit effective leadership. Now there is a big gap of difference between these two terms. An organization cannot be suited to survive if no effective leadership is exuded by the head. In order for things to work out smoothly and effectively, there must be someone who can lead the group and the members towards the betterment of things. As is the practice, leaders are usually elected or chosen by the organization members. He cannot be chosen to handle a complicated task if the members have no faith in him. It is therefore the responsibility of the chosen leader to prove to everyone how effective he can be in leading everyone to

success. As the very famous words of the Chinese philosopher, Confucius, states it, "a leader is the one whose followers are impelled to him because of what he does". It follows that the leader must be able to influence the members. However, influence must be rooted in good things. Groups have specific goals and objectives. Therefore, an effective leader must be able to direct his group mates to the materialization of those goals. Furthermore, effective leadership involves the integration of the four Cs. They are Communication skills, Character, Creativity, and Consistency. The Common Kinds of Leadership Styles There are various organizations and among are the religious groups, political organizations, technical parties, and many others. There are also varying formats which be-

come applicable to these types of leadership because not the same technique will work out for all of them. The autocratic leadership. In here, the leader is the one who creates all of the policies and dictates on all the actions and tasks of the members. The leader in this group is known to be a disciplinarian and the result of such is for the members to oftentimes feel tensed, uncertain, and insecure. The compassionate autocratic management. The leader is again the main source of the policies and he dominates over the members. In this group, the members likely show dependency and the inability to handle responsibilities. The democratic leadership. The leader in here pro-

activities that will trigger change in the system. The members tend to be more showy, enthusiastic, and confident. The Traits of an Effective Leader To become effective leaders, the person who leads a group must

showcase enough but not too much self confidence. It matters that his fellowmen likes and respects him. He has to be flexible by nature, sensitive with the needs of others, compassionate, humane, creative, and is motivated to strive for the better. An effective leader never leaves a member hanging in the air. His intellectual and technical skills must be blended with emotional and spiritual factors. It is always best for a group to have a leader who listens, considers, and supports the rest of the members of the gang. They say that leaders are born instead of made. However, it can be a case to case basis. Effective leadership comes out of sensitivity and deep concern for the environment and for the people around. Furthermore, effective leadership is all about knowing your real duties as a leader and as a person ✓





# YELIZ KALAFAT

## CHIEF FINANCIAL OFFICER - INSIDER

### Innovative Insights, Results-Driven Solutions

**A**s MarTech startups continue to rise, the role of Chief Financial Officer (CFO) has become increasingly crucial in ensuring the financial health and growth of these companies. CFOs are responsible for managing the financial strategy and operations of the company, including financial planning, fundraising, budgeting, and risk management. They must also have a strong understanding of the unique challenges and opportunities that arise in the MarTech industry, such as the rapidly changing technological landscape and the need to balance innovation with profitability.

One CFO who has excelled in this role is Yeliz Kalafat, who serves as the CFO of Insider, a leading marketing technology company. Kalafat has been instrumental in driving Insider's growth, having secured over \$200 million in funding and overseeing the financial strategy of the company's global expansion. She has also implemented innovative financial technologies and processes, such as real-time financial reporting and forecasting, to optimize the company's financial performance.

Kalafat's success as a CFO in the MarTech industry highlights the importance of having a strong financial leader in these companies. With the right skills and expertise, CFOs can help MarTech startups navigate the unique challenges of the industry and achieve sustainable growth.

#### Journey at Insider

Insider, a global MarTech startup, has experienced tremendous growth since its inception 10 years ago. The company has expanded to 28 countries across Europe, APAC, and the Americas, with offices in major cities such as London, Singapore, Dubai, New York, and Istanbul. Insider has become a leading provider of MarTech solutions to over 1000 brands across different industries, including e-commerce, online travel, retail, finance, automotive, and more. Some of Insider's notable clients include Decathlon, Marks Spencer, Singapore Airlines, Estee Lauder, Samsung,

**Yeliz Kalafat**  
Chief Financial Officer  
Insider

“After being settled in APAC and Europe, the company kicked off its business in the Americas 1 year ago. We had phenomenal growth in LATAM and our strategy is to do the same in the USA”

One individual who has played a significant role in Insider's success is Yeliz Kalafat, the company's CFO. Under her leadership, Insider achieved an extraordinary milestone in March 2021 by becoming the first B2B SaaS Unicorn in Turkey, the second in APAC, and the ninth in the world. Kalafat's efforts to ensure the company's healthy financial statements led to the successful completion of a fundraising round of over \$120 million, led by Qatar Investment Authority. This funding has allowed the company to continue growing and expanding, even amidst global economic struggles, at a rate of more than 50%.

Insider's main source of revenue is the software it produces and sells, with the company offering more than eight billable products. The company has achieved a balanced revenue distribution, generating 40% of its revenue from APAC, 40% from EMEA, and 20% from the Americas.

Since its startup days, Insider has experienced impressive revenue growth, with an increase of over 150% in recent years. After reaching Unicorn status, the company has continued to expand at an impressive rate, with a growth rate of more than 50% over the past two years, despite the challenging macroeconomic environment. Yeliz Kalafat's leadership in financial management has been instrumental in driving the company's growth and success, as Insider continues to establish itself as a leading player in the MarTech industry.

And when we asked Ms. Kalafat about the pricing strategy implemented by her at Insider, she shared - "The company's pricing strategy is based on monthly active users of the products by the customers. Since the company operates in 28 different countries and more than 12 verticals, the pricing strategy is changing from region to region and vertical to vertical". She added - "It is a quite complex pricing model which creates more revenue for the company when the customer's active usage increases".

### **Maximizing Value, Minimising Risk**

As a technology innovator, Insider invests heavily in research and development to continue building its technology. Yeliz Kalafat, oversees the company's financial strategy and ensures that every penny is allocated towards developing new technology. The company's R&D team is a crucial aspect of its operations, and innovation is a key driver of the business. Insider has demonstrated its agility by adapting quickly to changing conditions, unlike its

competitors who laid off employees around the world. The company manages its costs by decreasing the hiring phase, cutting general admin expenses, consolidating expenses across countries, and building a 3-year model to create a short and long-term strategy.

Insider values compliance at every stage of its operations, particularly when it comes to data, which is at the core of its business. The company has implemented many policies and procedures to ensure compliance in the regions where it operates, and it has obtained relevant certifications, which are displayed on its website. As part of its meticulous approach to partnerships, Insider works with world-renowned servers and suppliers, including AWS.

At the start of 2023, Insider made a significant move by acquiring MindBehind, a Conversational Commerce and Messaging platform. Here - Yeliz Kalafat played a critical role in this strategic acquisition, which will accelerate the development of conversational solutions rooted in MindBehind's world-class technology. Insider's acquisition also made it one of the official WhatsApp Business Solution Providers (BSP), and the company, together with Meta's product teams, is eager to develop the next generation of WhatsApp Business solutions. With this move, Insider aims to transform the dialogue between brands and consumers.

Lastly, when Ms. Kalafat was asked the question of what she looks forward to achieving in the years to come, she shared - "Company's highest goal is to be listed on Nasdaq/NYSE and we are doing what it takes to achieve this goal". She continued - "After being settled in APAC and Europe, the company kicked off its business in the Americas 1 year ago. We had phenomenal growth in LATAM and our strategy is to do the same in the USA".

### **Beyond her Professional Avatar**

Yeliz Kalafat's personal motto is to work hard and play hard, as evidenced by her love for both physical and mental wellness. She is deeply interested in well-being and psychology and enjoys practicing pilates and kite surfing, as well as cooking and traveling. She values the importance of mentoring younger generations, especially women. Her educational background includes a degree in Economics from Istanbul University, and she has completed several business analysis and finance programs at the London School of Economics. Yeliz Kalafat was recognized as one of the top 50 CFOs in Turkey in 2023 and selected as one of the top 50 women for Women on Board Turkey. 📌

# SEVEN PERSONAL CHARACTERISTICS OF A GOOD LEADER

**H**ow often have you heard the comment, “He or she is a born leader?” There are certain characteristics found in some people that seem to naturally put them in a position where they’re looked up to as a leader.

Whether in fact a person is born a leader or develops skills and abilities to become a leader is open for debate. There are some clear characteristics that are found in good leaders. These qualities can be developed or may be naturally part of their personality. Let us explore them further.

## Seven Personal Qualities Found In A Good Leader

A good leader has an exemplary character. It is of utmost importance that a leader is trustworthy to lead others. A leader needs to be trusted and be known to live their life with honesty and integrity. A good leader “walks the talk” and in doing so earns the right to have responsibility for others. True authority

is born from respect for the good character and trustworthiness of the person who leads.

A good leader is enthusiastic about their work or cause and also about their role as leader. People will respond more openly to a person of passion and dedication. Leaders need to be able to be a source of inspiration, and be a motivator towards the required action or cause. Although the responsibilities and roles of a leader may be different, the leader needs to be seen to be part of the team working towards the goal. This kind of leader will not be afraid to roll up their sleeves and get dirty.

A good leader is confident. In order to lead and set direction a leader needs to appear confident as a person and in the leadership role. Such a person inspires confidence in others and draws out the trust and best efforts of the team to complete the task well. A leader who conveys confidence towards the proposed objective inspires the best effort from team members.

A leader also needs to function in an orderly and purposeful manner in situations of uncertainty. People look to the leader during times of uncertainty and unfamiliarity and find reassurance and security when the leader portrays confidence and a positive demeanor.





Good leaders are tolerant of ambiguity and remain calm, composed and steadfast to the main purpose. Storms, emotions, and crises come and go and a good leader takes these as part of the journey and keeps a cool head.

A good leader as well as keeping the main goal in focus is able to think analytically. Not only does a good leader view a situation as a whole, but is able to break it down into sub parts for closer inspection. Not only is the goal in view but a good leader can break it down into manageable steps and make progress towards it.

A good leader is committed to excellence. Second best

does not lead to success. The good leader not only maintains high standards, but also is proactive in raising the bar in order to achieve excellence in all areas.

These seven personal characteristics are foundational to good leadership. Some characteristics may be more naturally present in the personality of a leader. However, each of these characteristics can also be developed and strengthened. A good leader whether they naturally possess these qualities or not, will be diligent to consistently develop and strengthen them in their leadership role. ❖

# WHAT IS FINANCING PLANNING AND HOW CAN BUSINESS ACCOUNTANTS HELP?

**A**ccording to Finder's Financial Report 2022, only 16% of Austrians use financial advisors and business accountants Brisbane. 42% believe they can manage their finances themselves, while 39% believe advisors and accountants are expensive and 57% are simply unwilling to seek financial advice.

Unfortunately, doing things at the last minute or in a rush has its appeal. But we can tell you that financial advisors and accountants are crucial to better plan your finances and reach your goals faster.

## What is financial planning?

Financial planning in simple terms means planning and managing your finances. It is a holistic and very broad term that encompasses a range of financial planning activities, such as managing income, taxes, estate, and investments, and mitigating risks or problems that may arise. Financial planning is a comprehensive way to look at your current finances and create a specific financial plan to help achieve short and long-term financial goals.

## Why is financial planning important?

If you are one of those who think their net worth is not enough to do financial planning, or do not see any benefit in hiring Financial Planning Brisbane services, you are far from the truth. Read here the reasons why financial planning is important.

## Jumpstart your savings

One of the most common reasons for unplanned finances is that people think they have a low net income and what they save each month is all they can save, and therefore they do not need financial planning. In fact, financial planning can dramatically improve saving and budgeting habits and is especially helpful for average or low-income families. Your financial account can show you these strategies that will help you save to the maximum.

## Manage cash flow

The general availability of cash is called cash flow. Whether for business or personal use, managing cash flow is critical to keeping track of your spending habits and expenses. By hiring a business accountant Brisbane Services you ensure that you carefully manage cash flow, to ensure that you have enough money to pay the bills while saving the maximum.

## Develop better financial habits

Financial planning can help you develop better financial habits. It will lead to saving for emergencies, managing taxes better, not having outstanding balances, and paying bills on time. These habits will ensure that you are confident that you are no longer in debt.

## Smart budget allocation

For businesses, the budget is a driving force in managing company finances and activities. Financial planning also



evaluates the organization's performance, which helps allocate funds to the right place and know who is spending how much.

### **How can business accountants help?**

If you are a business owner, hiring an accountant can help you achieve business goals, intelligently manage cash flow, make necessary cash cuts, allocate budget, and manage overall financial spending.

Marsh Ticknell, for example, offers accounting, tax and compliance, business consulting, and wealth management services to provide you with peace of mind, financial success, and freedom of choice for Brisbane businesses.

### **Conclusion**

Whether you are a large business or an individual looking to better manage your finances, you should consider financial planning. However, financial planning is never easy as there are many factors to consider. Hiring a financial advisor or business accountant in Brisbane can be very helpful in financial planning to help you achieve your short and long-term goals.

Marsh Ticknell is a firm with the best accountants in Brisbane who provide financial freedom to businesses and guide you toward financial success. 



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