The Future of Accounting:
Stories from Young Professionals
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Some things in life are either/or: Android or Apple, Coke or Pepsi, Netflix or Hulu. Other times your options are a bit more diverse with multiple choices and a dose of uncertainty—like your future career pathway as an accountant or financial professional in business.

Management accountants can often enjoy the best of both worlds: getting to apply their financial management skills to advance the organization, and working for a company they believe in, one that believes in both profits and purpose. Regardless of where they work, however, accountants today need to be prepared for how technology is changing the profession and demanding new “softer” skills such as leadership, communication, and teamwork. They also need experience in emerging areas like strategy management, business intelligence, data analytics, data visualization, and storytelling.

Gathering expertise in these areas requires careful planning to gain competency and experience, and a professional certification can create differentiation in a competitive talent pool. One great option is the CMA® (Certified Management Accountant). It’s a global certification program that proves your mastery of the critical practice areas in finance and accounting that are vital to any organization’s success. It can enhance your personal brand with greater career flexibility, as well as grow your capabilities in areas such as financial planning and analysis, decision support, internal controls, risk management, and more.

Below, meet six young professionals who are pursuing management accounting careers working at companies they love—places where they feel they’re making a difference and enjoying opportunities to grow.

Joyce Badertscher, CMA, CPA
Lead Analyst, Supply Chain Finance
Company: J.M. Smucker Company
Industry: Food and Beverage
Location: Orrville, Ohio

Why she loves her job:
“J.M. Smucker features a rotational program that encourages growth through movement and diversification. I’ve had the opportunity to assist with merger and acquisition activity, to work on cross-functional projects, and to pursue continuing education and additional certification. I’ve been challenged to grow and humbled by the opportunities I’ve experienced thus far. I also love the modern perks available at Smucker: bring-your-dog-to-work days, summer farmer’s markets and food trucks, workplace flexibility, and a relaxed dress code.”

What she wishes she knew when she first graduated college:
“First, the hours you spend pursuing certifications and continuing education will be worth it. Nothing will so easily set you apart from your peers like an advanced degree or additional certification. Pursue them early in your career, because it’s easy for life to get in the way. Second, be curious and ask questions. Seek to learn the ‘why’ of each task just as hard as you strive to learn the ‘how.’ Finally, relax! Earlier in my career, I thought most of my decisions were ‘life or death.’ The truth is, you’re often faced with decisions involving two ‘good’ choices—so make the decision based on what you believe is the right fit for you at the time.”

Jeremy Vryhof, CMA, CPIM
Senior Manager, Integrated Business Planning
Company: Stryker
Industry: Medical Technology
Location: San Jose, Calif.

How he landed his current role:
“I’ve worked for Stryker for about 10 years. In my previous role as finance manager, I was a finance partner for a vice president...
who was setting up a new strategic business planning process for the company. She introduced me to integrated business planning (IBP), a process for connecting the planning functions of each department in an organization to align market demand and supply planning with the organization’s financial performance. She suggested my background and strengths would be a good fit for this function. I moved into IBP three years ago and have loved it!

**The best parts of his job:**
“I enjoy bringing different stakeholders together and the variety of conversations I get to have in the process. It’s fun to talk about a new product launch in one meeting and then work on an inventory challenge in the next. I like being able to look at the business holistically and plan for the future.”

**How he gives back to the community:**
“My current job is to support the car rental industry, more specifically, car sharing. Finding new and responsible ways to impact the transportation industry will inevitably be good for our communities. Indirectly, working for a socially aware and responsible company such as Enterprise makes me incredibly motivated to find ways to add to the bottom line, as the company gives so much back to the community – locally and worldwide.”

**His advice for new graduates:**
“Don’t settle in your career. We all have different interests and desires, and that diversity translates to the workplace. Within a company, there can be hundreds or thousands of different roles that you could fit into – each with its own challenges and capacity for growth. Finding that special role will allow ‘the daily grind’ to become much more fulfilling and enjoyable for you.”

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**How his job allows him to stay on top of trends:**
“We’re constantly looking for ways to improve and streamline our internal processes and IT tools to make sure they are up to date and keeping up with our daily demands. Employees are really encouraged to attend webinars and events so we learn on a continuing basis. This helps us stay on top of the ‘hot topics’ within the profession and see how the big picture relates to our daily responsibilities.”

**How his work serves the community:**
“I enjoy working with an international team that communicates with and has transactions all over the globe. Metal Exchange also takes part in numerous events focused on philanthropy and community service throughout the year. The company puts a heavy

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**Outside the Box: 21st Century Jobs**

**Researchers predict many new jobs and job titles to emerge over the next 10 years – some just perfect for those studying accounting and finance. Here are some tech and related jobs of the future:**

**Data detective:** Investigates organizational data across a company, generating business answers and recommendations.

**Master of edge computing:** Defines a company’s Internet of Things roadmap, evaluating the technical requirements needed and assessing the feasibility of establishing an edge processing unit and measuring its return on investment.

**Ethical sourcing officer:** Leads an ethics team to ensure that the allocation of corporate incomes aligns with the standards set by customers and employers; also investigates, tracks, negotiates, and forges agreements around the automated provisioning of goods and services to ensure ethical agreement with stakeholders.

**AI business development manager:** Works with sales, marketing, and partner teams to develop and deploy target AI sales and business development activities.

**Man-machine teaming manager:** As humans and robots increasingly collaborate, this person helps combine the strengths of each to meet business goals.

**Financial wellness coach:** Offers banking customers coaching to understand digital banking options and how to improve their overall financial health.

**Chief trust officer:** Works alongside finance and PR teams to advise on traditional and cryptocurrency trading practices to maintain integrity and brand reputation.

priority on promoting safety and wellness and the importance of taking care of our employees and communities.”

**Dylan Kady, CMA**
**Senior Financial Analyst**
**Company: Customer & Logistics Services – Johnson & Johnson**
**Industry: Medical Devices, Pharmaceuticals, and Consumer Packaged Goods**
**Location: Piscataway, N.J.**

**What's special about his job:**
“In my role, I handle the forecasting and budgeting responsibilities for Janssen U.S. Transportation. I also manage financial consolidations for the North America Customer & Logistics Services (CLS) group for three sectors: pharmaceuticals, medical devices, and consumer products. I love my job because I love our company. Johnson & Johnson operates around their credo and lives its values every day. J&J puts the customer first, emphasizes giving back to the community, and cares for their employees by proactively engaging in their respective career paths.”

**How his job makes the world a better place:**
“Johnson & Johnson products touch more than a billion lives every single day. As a financial analyst, I directly support the transportation organization that delivers Janssen’s pharmaceutical drugs across the U.S., allowing patients to live longer, healthier lives.”

**Carolyn Herbert, CMA, CPA**
**Accounting Manager**
**Company: Commvault Systems**
**Industry: Information Management**
**Location: Tinton Falls, N.J.**

**What she loves about her job and work environment:**
“I’m the manager of general accounting for the Americas and Asia Pacific subsidiaries of the company, with responsibilities that include cash management, accounts payable, time and expense, fixed assets, lease accounting, expense accruals, and statutory audits. The median age range for accountants here is 22 to 25 – and even the supervisors and managers are relatively young – and it’s made for a great, energizing work environment.

Plus, I love the perks: We have arcade rooms, pool tables, air hockey tables, foosball, you name it. The building is surrounded by a beautiful walking trail, plus a basketball court, baseball field, cricket field, and best of all, a vegetable garden that provides food for our on-site cafeteria. The company is a ‘work hard, play hard’ culture, so if you put your best effort in, they encourage you to take well-needed breaks whenever you feel you need one.”

**What new graduates should know:**
“Have confidence and don’t get intimidated by people. Just because someone has more work experience than you doesn’t mean you don’t bring great ideas to the table. New accounting grads have extremely valuable technical skills that will be recognized and praised when brought to the workplace. Speak up during meetings, and don’t be surprised when you realize you have the smartest idea in the room.”

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**Stand Out As You Graduate**

IMA offers an array of resources to get students started on the path to success. Here are some of the ways IMA can support you on your journey:

**CMA Scholarship:** Enables students to take the CMA exam at no cost (students must be nominated by a faculty member).

**IMA Memorial Education Fund (MEF) Scholarships:** Invites graduate and undergraduate students to apply for these scholarships to help defray the costs of their education; award amounts range from $1,000 to $2,500.

**IMA Accounting Honor Society:** Provides an opportunity for students to be recognized and honored for their academic achievements.

**IMA Student Leadership Conference:** Delivers three days of networking, learning, and fun – held every November in a different U.S. city.

**IMA Student Manuscript Competition:** Gives students the opportunity to share their IMA experiences through an 800-word essay.

**IMA Student Case Competition:** Provides teams of students with the opportunity to analyze a relevant case study and develop a solution; finalist teams present their case before a live audience at IMA’s Annual Conference & Expo.

For more information on any of these resources, visit the IMA website at www.imanet.org/students.
Gain an edge with the CMA
Become a CFO, controller, or data analytics manager and work inside organizations.

Why should you consider the CMA® (Certified Management Accountant) certification?

**Gain Global Recognition**
As a globally recognized certification, the CMA is a "passport" to a wide range of career opportunities

**Increase Your Earning Potential**
Globally, the median total compensation is 67% higher for CMAs over non-CMAs*

*IMA’s 2018 Salary Survey

**Impress Future Employers**
Students can sit for the CMA exam prior to graduation to give their resume an edge

**Become Future-Proof**
Gain knowledge in areas like decision support, data analytics, and critical thinking to thrive in the era of AI

Launch your career. Learn more at imanet.org/cma