

# ACCOUNTING/FINANCE

Accounting focuses the day-to-day flow of money in and out of an organization. Accountants examine, analyze, and interpret accounting records to prepare financial statements, give advice, or audit and evaluate statements prepared by others. Finance occupations involve managing assets and liabilities and planning for future growth. Finance managers plan, direct, or coordinate accounting, investing, banking, insurance, securities, and other financial activities of a branch, office, or department of an establishment.

“ In the future of accounting, more transactional work will become automated, and accountants will increasingly be seen as leaders and decision makers. More and more, accountants must rely on the so-called soft skills, leadership and other traits associated with emotional intelligence. These skills, paired with training to leverage insight from data analysis and financial expertise, are what will make for successful careers in the future. ”

– Oracle NetSuite 2023 Accounting Trends



## Representative Industry Occupations



### Accounting

Office & Billing Clerk	\$ 22.00-34.00 / hr	HS diploma
Tax Preparer	\$ 29.00-35.00 / hr	HS diploma
Accounting Clerk	\$ 22.00-34.00 / hr	AA/AS
Accountant/Auditor	\$ 31.00-45.00 / hr	BA/BS
Financial Manager	\$ 59.00-92.00/ hr	BA/MA
Contoller	\$ 109.00-204.00/hr	BA/MA



### Finance

Financial Clerk	\$ 17.00-26.00 / hr	HS diploma
Financial Advisor	\$ 28.00-56.00/hr	BA/BS
Financial Analyst	\$ 34.00-48.00/hr	BA/BS
Finance Manager	\$ 59.00-90.00/hr	BA/BS
Finance Director	\$ 84.00-161.00/hr	BA/BS
Chief Financial Officer (CFO)	\$ 142.00-415.00/hr	BA/MA

## Career Advisor Corner

Artificial intelligence (AI) and machine learning (ML) will become integral tools, driving efficiency and accuracy in 2024. AI and ML can change how you process and interpret financial data, from automating routine tasks to providing predictive analytics for better financial decision-making.

Continuing education is highly valued within the accounting world. Accountants are expected to stay on top of trends, best practices, and laws that govern their work. In fact, most certifying organizations require licensees to take a certain number of approved continuing education courses in order to stay current.

# ACCOUNTING & FINANCE - SAN FRANCISCO BAY AREA

## Largest Accounting Firms (2024)

Company	Employees <i>(Bay Area service professionals)</i>	Revenue <i>(company-wide)</i>
Deloitte	3,546	\$ 64.9 billion
EY	2,840	\$ 49.4 billion
KPMG	1,545	\$ 36.0 billion
Moss Adams	545	\$ 1.26 billion
BDO USA	424	\$ 14.0 billion
Frank, Rimerman & Co.	382	\$ 203 million
Armanino	373	\$ 658 million
RSM US	307	\$ 3.7 billion
Grant Thornton	290	\$ 2.34 billion
BMP	282	\$ 240 million

“ Hiring remains robust in finance and accounting (across multiple industries). Financial planning and analysis (FP&A) professionals are in very high demand, as are experts in financial reporting and general accounting. ”

– Robert Half 2024  
*Finance & Accounting Salary Guide*

## Resources



Professional associations are a particularly good source of information. These associations host events, post industry-specific job listings, and provide educational opportunities. They are a great source of job leads and provide networking opportunities for entry-level to experienced professionals.

## Certificates / Training Opportunities

[New Future \(ACCEL\)](#)

*Serving San Mateo County*

[San Mateo County Community College District](#)

*Free courses for San Mateo County residents*

[Foothill College](#)

[De Anza College](#)

[Evergreen](#)

[San Jose City College](#)

[West Valley College](#)

[Mission College](#)

[East Side Adult Education](#)

[MVLA - Adult School](#)

Milpitas Adult Education

[Accounting](#)

[Finance](#)

## Professional Associations

[American Accounting Assn.](#)

[American Payroll Assn.](#)

[Accounting & Financial Women's Alliance](#)

[California Assn. of CPAs](#)

[FEI Silicon Valley](#)

[FPA of Silicon Valley](#)

## Staffing Agencies

[Robert Half](#)

[Lee Hecht Harrison \(LHH\)](#)

[American Association of Finance and Accounting](#)

[Aston Carter](#)

[Randstad](#)

[Creative Financial Staffing](#)

[West Valley Staffing](#)

[Adecco](#)

[Kforce](#)

[Experis](#)

[Vaco](#)

## Online Courses

[Udemy Free Accounting Training](#)

[Accounting Coach](#)

[Coursera Accounting courses](#)