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PRESIDENT'S VIEW

Making a Difference Through Diversity, Equity & Inclusion



By Anthony Russo
President, CIANJ

Diversity, equity and inclusion is a winning formula that is good for business and society and a key to personal and professional success. For many firms, companies and entrepreneurs, finding and hiring the best talent requires outreach to diverse populations and specific programs and initiatives that can find the best people. Momentum is building as more and more businesses embrace this proven strategy.

According to the *Harvard Business Review*, companies that use diversity as part of their go-to-market strategy enjoy 19 percent higher innovation revenues, capture more market share and are 70 percent more likely to have entered a new market than firms that aren't

taking competitive advantage from diversity, equity and inclusion.

Here is how some of New Jersey's leading

accounting, banking, environmental and law firms are winning through a commitment to workplace diversity, equity and inclusion. **▶**



A diverse workplace encourages a wide exchange of ideas.

DIVERSITY, EQUITY & INCLUSION

ACCOUNTING



Citrin Cooperman
By Laura Crowley,
CPA, MBA, Co-Leader,
Empowering Diversity &
Gender Equality

When it comes to client service, bringing a team representing diversity of thoughts and ideas to develop solutions that are the best fit for the client is the key. That diversity is not just about gender or ethnicity, although those can be especially important in gaining the client's trust so that they are open to exploring various options. Diversity includes people from different generations and backgrounds who also represent different disciplines within our firm, such as audit professionals, tax practitioners and advisory solutions experts. This same diversity is key when it comes to developing a winning workplace culture. When we recognize and appreciate the unique skills and perspective of each team member, we can focus on reimagining the future for our clients. Through our Empowering Diversity and Gender Equality (EDGE) committee, we are working to educate and identify opportunities for each member of our firm to help them create the best career for themselves. At Citrin

Cooperman, diversity is not about checking a box; it is about recognizing the diversity of professionals within our firm and including each of them to best serve our clients. In serving our clients as a diverse team, we reinforce an inclusive workplace culture.



Marcum LLP
By Rachael Gibson,
Director, Diversity,
Equity & Inclusion

Marcum is committed to ensuring that we continue to be a diverse and inclusive firm where associates feel a strong sense of belonging and where those from under-represented groups see viable pathways to leadership. Marcum's investment in Diversity, Equity & Inclusion (DEI) continues to deepen as we prioritize a diverse professional workforce that reflects our core values and is aligned with the diverse range of our clients. We have a robust DEI initiative that includes national and regional leaders meeting regularly to assess and inform the way Marcum approaches issues of diversity, a Task Force formed earlier this year in response to current events and race relations across the country, active associate resource groups (ARGs) representing a range of cultural and social affinities, firmwide training programs and partner-

ships with diverse professional associations. As a national firm, we also tailor our DEI efforts to meet the unique needs of local regions and clients. Marcum will continue to strive to be a leader in this work.



MSPC
By Jon S. Gagliardi,
Managing Principal

By recruiting staff that have diverse ethnic, cultural and economic backgrounds, our engagement teams are able to better understand the needs and perspectives of our client base, which is also quite diverse. We have designed the training of our new employees and cohorts in a manner to assist them in both bonding with their teammates and adapting to our firm's culture of mutual respect, hard work and attention to our clients' needs. One area of specific concern for our team has been improving gender equality. Gender has long been an issue in our industry, and we have been working to improve the gender balance within our firm through focused recruiting and development opportunities for our female employees with the MSPC Executive Women's Networking Group, formed in 2012.

Continued On Page 8