A member’s view: Jordan Kelly CTA

Briefings



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This month’s CIOT member spotlight is on Jordan Kelly, Tax Manager at Curo Chartered Accountants.

How did you find out about a career in tax?

I wasn’t a top performer in school or college, but I secured an accountancy apprenticeship which allowed me to work while studying. I progressed through the AAT and ICAEW qualifications, initially working as a generalist accountant. Later, I joined a boutique property tax specialist firm, where I frequently engaged with taxation. I discovered a genuine passion for tax and decided to pursue the CTA qualification, which shaped my career path.

Why is the CIOT qualification important?

Taxation is inherently complex, even for seemingly straightforward transactions. The CIOT qualification provides a robust foundation of technical knowledge and distinguishes you as a tax specialist, ensuring that you can navigate these

complexities effectively.

Why did you pursue a career in tax?

Tax constantly evolves, presenting new challenges and opportunities for planning. It’s incredibly rewarding to tackle complex scenarios and deliver effective solutions for clients. I particularly enjoy simplifying complex legislation and presenting it in a way that’s easy for clients to understand.

How would you describe yourself in three words?

Confident, driven and enthusiastic.

Who has influenced you in your career so far?

I have been fortunate to work with talented professionals who shaped my career. Notably, a former manager who introduced me to taxation and the current tax partner at my firm, whose vast knowledge and approach to challenges has positively influenced me in my career.

What advice would you give to someone thinking of doing the CIOT qualification?

Go for it and don’t give up. The qualification is challenging but is also highly rewarding. At the start of each course, the material felt daunting, but persistence paid off. I passed all my exams on the first attempt and even received an award for my final exam. Consistent effort and practice are key.

What are your predictions for tax advisers and the tax industry in the future?

Demand for tax advisers will continue to grow as tax laws become increasingly complex. While artificial intelligence will enhance the industry’s capabilities, it will complement rather than replace advisers, streamlining processes and improving efficiency.

What advice would you give to your future self?

Don’t doubt yourself and embrace opportunities. Setbacks are inevitable but they are part of the journey. Keep moving forward with confidence and resilience.

Tell me something about yourself that others may not know about you.

Both my children were due around the time of my major exams – one the day after my ICAEW final and the other two weeks after my CTA final. Thankfully, neither arrival coincided with exam day, but it certainly added an extra layer of stress!