A member‘s view: Emma Woolhouse

Briefings



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This month’s ATT member spotlight is on Emma Woolhouse, Founder of EJW Accountants Limited.

How did you find out about a career in tax?

I have been a Chartered Management Accountant for 20 years, and so tax was a natural expansion of that skillset. Tax plays a key role in business decision making and so by adding tax to my accountancy qualification I have been able to offer my clients a more comprehensive service.

Why is the ATT qualification important?

Earning the ATT qualification has enhanced my credibility as a tax professional and enables me to stand out from other accountants who don’t have a specific tax qualification. It has strengthened my technical knowledge, allowing me to provide more valuable advice to my clients.

Why did you pursue a career in tax?

I specialise in small businesses and so the combination of accounting and tax enables me to support clients in one space. To provide the best possible advice to clients, you really need to have an in-depth knowledge of both accounting and tax.

Who has influenced you in your career so far?

My daughters have been a major influence on me. They only see opportunities, not limitations. This has given me the drive to step outside my comfort zone, challenge the norms and build a business that aligns to my values.

Before forming EJW Accountants, I worked in a variety of businesses but often struggled to find a role that was both professionally fulfilling and flexible enough to support my family life. Creating my own practice has allowed me to achieve both.

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

Just get started! It is such an interesting qualification. Once you start, you'll soon see the value it brings.

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

The expansion of AI will continue to transform the tax industry, making compliance more accessible for clients to complete themselves. Advisors will need to adapt and make use of AI within their practices to ensure they remain efficient and competitive, whilst expanding the human elements of their services. There will always be a role for a strong commercial mindset that AI cannot replicate.

How would you describe yourself in three words?

Pragmatic, energetic and reliable.

What advice would you give to your future self?

Trust your instinct. Always.

Tell me something that others may not know about you.

I once spent an entire Christmas break learning how to solve a Rubik’s cube in under two minutes, just so I could finally beat my dad. After hours of practice (and a little festive rivalry), I managed to do it! Unfortunately, I’ve completely forgotten how to solve it now… so if he challenges me again, I’m in trouble.