

JaJuan Williams, CPA, MBA | Influential Women Honoree & Trailblazing Financial Leader, Forbes Top 200 CPAs 2024-25

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Visionary CEO and Founder Empowers
Women in Accounting and Finance
Through Education, Mentorship, and
Leadership

JaJuan Williams, CPA, MBA, CEO of The Lady CFO Inc., has been recognized as one of Forbes Top 200 CPAs for both 2024 and 2025, cementing her reputation as a distinguished financial executive, educator, and thought leader. With more than 19 years of experience in accounting, consulting, and forensic auditing, JaJuan leads CFO Benefits Inc., a premier consulting and audit firm offering strategic financial guidance, forensic accounting, and back-office support to small and

medium-sized businesses as well as nonprofit organizations. She holds an MBA in Accounting and Business from the University of Phoenix and is currently pursuing her Doctorate in Business Administration, reflecting her lifelong commitment to continuous learning and excellence in the financial industry.



As a visionary leader, JaJuan is also the Founder and President of The Lady CPA Network, a nonprofit organization headquartered in Longwood, Florida, dedicated to advancing women in accounting and finance. The organization provides scholarships for minority women pursuing accounting and finance degrees, mentorship programs, exam preparation assistance, and entrepreneurial guidance. Under her leadership, The Lady CPA Network has grown into a nationally recognized platform, empowering women professionals through education, collaboration, and community building.

Jajuan attributes her success to a deep spiritual foundation and an unwavering commitment to empowering others through personal growth and education. As a Spiritual Life Coach, she guides individuals to align their lives with purpose, clarity, and fulfillment, helping them tap into their inner strength to achieve balance and success. Beyond her coaching work, she is a public speaker and passionate advocate for creating opportunities that enable others to thrive. She proudly provides scholarships for minority women pursuing degrees in accounting and finance, believing that mentorship and education are among the most powerful tools for lasting empowerment.

The best career advice Jajuan has ever received has profoundly shaped her approach to leadership: “Don’t wait for permission to be powerful.” Early in her career, she believed that hard work and excellent results would automatically lead to recognition and opportunity. However, she quickly learned that excellence without visibility can leave even the most talented professionals unnoticed. A mentor taught her that confidence is not arrogance—it is advocacy. She was encouraged to speak up, share her expertise, take leadership roles, and pursue opportunities even before feeling fully prepared. This guidance fundamentally changed the trajectory of her career. Jajuan learned that one must advocate for the seat they’ve earned, that their voice is an asset, and that career growth comes from stepping forward rather than shrinking back. Today, she shares this message with other women: you don’t need permission to lead; your purpose already qualifies you, and your work and presence should speak boldly on your behalf.

For young women entering the accounting and finance industry, Jajuan’s advice is clear: take up space early and unapologetically. She emphasizes that women belong in every room where financial decisions are made—even if they are the only woman, or the only woman of color, present. Building confidence through preparation and continuous learning is essential, but waiting until feeling “100% ready” can stall growth. Jajuan underscores the importance of mentorship and sponsorship, noting that relationships and networking are just as crucial as credentials. She encourages emerging professionals to introduce themselves, ask questions, and align with mentors who have navigated the path they aim to follow. Staying adaptable, embracing technological and regulatory changes, and maintaining integrity, curiosity, and self-worth are equally critical. According to Jajuan, women entering finance are not there to fit in—they are there to disrupt, lead, and transform spaces historically not designed with them in mind.

Jajuan also identifies pressing challenges and opportunities within the financial industry. Representation continues to be a major hurdle, with women—especially Black women—underrepresented in executive financial roles and in ownership of CPA firms. While talent and expertise exist, equitable access to mentorship, sponsorship, and opportunity often lags behind. Rapid technological advancement presents another challenge. Automation, AI-driven financial tools, and evolving client needs require firms to innovate faster than ever, which can be overwhelming without proper training and strategic support, particularly for smaller practices.

Yet, JaJuan sees today as a transformative era for diversity, financial literacy, and entrepreneurship. Women are increasingly founding firms, scaling businesses, and taking ownership of their financial futures. Culturally competent financial leaders who understand community needs, build trust, and advocate for economic empowerment are in high demand. Through her work with The Lady CPA Network, JaJuan witnesses daily that when women are educated, equipped, and supported, they do not just participate in finance—they transform it.

At the heart of JaJuan's work and personal life are the values of integrity, balance, and growth. As a Co-Founder and Certified Fraud Examiner, she prioritizes honesty, accountability, transparency, and ethical standards. Outside of her professional endeavors, she finds joy and grounding in nature, particularly near the water and the beach. As a proud parent of four children active in gymnastics, she values family, perseverance, and nurturing both body and spirit in all aspects of life. Her journey reflects a steadfast belief that faith, perseverance, and purpose-driven leadership pave the way for meaningful and lasting success.

JaJuan Williams continues to inspire a new generation of financial professionals through her leadership, mentorship, and advocacy. By combining technical expertise, entrepreneurial vision, and a commitment to empowerment, she is not only shaping the future of accounting and finance but also redefining what it means to lead with purpose and impact.

Learn More about JaJuan Williams:

Through her Influential Women profile, <https://influentialwomen.com/connect/jajuan-williams> or through her website, <https://www.theladycpanetwork.com/>

Influential Women

Influential Women provides a platform where women from all backgrounds can connect, share their perspectives, and create content that empowers themselves and others. Through storytelling, thought leadership, and creative expression, Influential Women amplifies voices that inspire change.

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