

Influential Women Features Maria Elena Rivera: Founder of Monarca Bookkeeping Supporting Business Growth

ROUND ROCK, TX, UNITED STATES, April 27, 2026 /EINPresswire.com/ -- Helping Small Businesses Achieve Financial Stability Through Expert Bookkeeping, Tax Services, and Operational Leadership

Maria Elena Rivera is a seasoned Bookkeeping professional and entrepreneur with more than 20 years of experience supporting businesses across a wide range of industries. She is the Founder and Owner of Monarca Bookkeeping and Tax Services LLC, where she delivers comprehensive financial solutions, including full-cycle bookkeeping, payroll management, tax preparation, business formation support, and QuickBooks training. Fluent in both English and Spanish, Maria is dedicated to helping clients achieve financial clarity, maintain compliance, and build long-term, trustworthy relationships.



In addition to her work with Monarca Bookkeeping, Maria also leads Big G Contract Services LLC, where she applies her operational and leadership expertise to ensure precision, safety, and excellence in project management. Her dual roles across accounting and business operations highlight her ability to manage complex financial environments while delivering practical, results-driven solutions tailored to each client's needs.

Maria is a QuickBooks ProAdvisor and holds a Bachelor's Degree in Accounting from Instituto Tecnológico de Nuevo Laredo. Over the course of her career, she has developed a strong reputation for streamlining financial systems, training teams, improving reporting accuracy, and ensuring compliance across diverse business operations. Her work is grounded in a client-first philosophy that blends technical expertise with a deep commitment to supporting local

entrepreneurs and business owners.

Maria attributes her success to consistency, financial discipline, and a strong dedication to educating entrepreneurs. She views bookkeeping as far more than working with numbers—it is, in her perspective, the foundation for informed decision-making and long-term business success. She believes that empowering others through financial knowledge has been central to both her leadership growth and professional fulfillment.

The best career advice Maria has ever received came from a friend who reminded her that fear often exaggerates the consequences of taking action. Once she realized that the worst possible outcome is typically just hearing “no,” she became more willing to say yes to new opportunities. That shift in mindset, she notes, played a meaningful role in building her confidence and shaping her career trajectory.

Maria encourages young women entering the accounting and financial services field to surround themselves with people who genuinely support their growth. She emphasizes the importance of investing in education and recognizing the value of their skills. In her view, confidence is built through competence—by mastering the fundamentals, trusting one’s voice, and understanding that they belong at the table.

Maria identifies one of the biggest challenges in the bookkeeping and small business support industry as the persistent gap in financial literacy. Many entrepreneurs, she explains, possess strong vision and drive but lack the confidence that comes from truly understanding their financial data. At the same time, she sees this as a powerful opportunity for the industry: by providing accessible education and practical tools, professionals can help business owners make informed decisions, achieve sustainable growth, and strengthen financial resilience.

The values most important to Maria in both her professional and personal life are integrity, service, and accountability. She believes in doing what is right, being dependable, and consistently using her skills to create meaningful and lasting impact for others.

Learn More about Maria Elena Rivera:

Through her Influential Women profile, <https://influentialwomen.com/connect/maria-rivera> or through her website, <https://monarcabooks.com/>

Influential Women

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