

## Staff Profile

### Conor Etherden

*Audit & Assurance*

*Assistant Manager*



#### 1. Why did you choose Plus Accounting?

Having moved to Brighton in 2023, I was in contact with a number of firms but Plus Accounting stood out to me due to their clear personable approach to both employees and clients, as well their drive to expand the business, with the opportunities this presents as an employee to grow professionally.

#### 2. If you could change one thing in the tax system, what would it be and why?

Making more essential goods VAT exempt, even if only temporarily, to help people through the current cost of living crisis.

#### 3. If you could give your 18-year-old self one piece of advice what would it be?

Don't be afraid to try new things and make mistakes – these experiences are all part of a valuable learning curve.

#### 4. What was your very first job?

Retail Assistant at Primark.

#### 5. What hobbies do you have outside of work?

I enjoy playing and watching football, being a part of a six-a-side team and watching West Ham whenever possible. I also enjoy nature walks and travelling and exploring new places.

#### 6. Is it still a good time to be starting a new business in the current climate?

In times of economic difficulties, it will always be more difficult for a new (or existing) business to succeed, but if the foundations of the business are strong enough to survive through the toughest climates, then the company is on an excellent footing to thrive when in times of a more positive economic environment.

#### 7. If you suddenly became financially independent, what would you miss most about your job?

A sense of purpose and fulfilment

#### 8. What is the difference between a top ten 10 employer and a smaller firm?

Smaller firms are always more personal, both in the relationships you can build within the team as well as with clients. Within a smaller firm, there can be a greater sense of purpose

and achievement as your efforts are more clearly seen, as opposed to being a smaller cog within a great machine within a top 10 firm.

**9.If you could meet a celebrity, dead or alive, who would it be?**

John F Kennedy

**10.Describe yourself in three words?**

Considerate, patient, ambitious