

2023 Women to Watch Recipients

Women of the PICPA consistently demonstrate excellence in their professional careers, take pride in helping others achieve their goals, and help their companies and clients succeed. Through innovation and influence, these women take initiative to create committees, develop new programs, and inspire young professionals. The seventh annual Women to Watch Awards recognize the dedication and leadership of women who exemplify extraordinary commitment to the accounting profession.



The PICPA's 2023 Women to Watch honorees are Samantha M. Besnoff, Elizabeth M. Carroll, and Marie DeCicco.



Samantha M. Besnoff

Known as Your Financial Maven, Samantha M. Besnoff, CPA, is a solopreneur, independent life insurance agent, and podcast host and producer. She has been in the accounting industry for over 25 years and is very passionate about financial empowerment and passing on knowledge of personal and business finances. Prior to becoming Your Financial Maven, Besnoff has worked in the public, private, nonprofit, and government sectors.

Then, in 2013, she founded the Mittman Besnoff Agency, which provides accounting and tax services, life insurance, and financial education to individuals, small businesses, and nonprofit organizations. In 2022, Besnoff expanded her business and created Your Financial Maven LLC. She earned her bachelor of science degree in business accounting from the University of Pittsburgh and holds several masters-level college certificates through Gratz College, Lebanon Valley College, and Cornell University. Besnoff recently completed the Nasdaq Entrepreneur Milestone Circle initiative and was named as one of the 10 next Women in Podcasting through the Seneca Women Podcast Network. Her podcast, Your Financial Maven, launched in April 2023. She is proud to run a woman-owned business. When she's not working, you can find Samantha spending time with her family and friends.