

Seventh Annual Women to Watch Award Recipients

Honored during the PICPA Women’s Leadership Conference on June 22, 2023

By Zach Kocis, PICPA marketing and communications coordinator

The Women to Watch Awards recognize the dedication and leadership of women who exemplify extraordinary commitment to the accounting profession. Through innovation and influence, these women take the initiative to create committees, develop new programs, and inspire young professionals.



Samantha M. Besnoff, CPA

Known as Your Financial Maven, Samantha Besnoff 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 passionate about financial empowerment. Previously, Besnoff 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, and is proud to run a woman-owned business.

Besnoff 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 one of the 10 Next Women in Podcasting through the Seneca Women Podcast Network. Her podcast, *Your Financial Maven*, launched in April 2023.



Elizabeth M. Carroll, CPA

Elizabeth Carroll is the lead audit technology specialist and a manager in Kreisler Miller’s audit and accounting group. Carroll leads Kreisler Miller’s A&A IT committee, which helps identify and create efficiencies in the audit, tax, and advisory practices by exploring the latest technological developments in the workplace. In addition, Carroll is responsible for streamlining, standardizing, and maintaining some of the firm’s internal processes, including automation of the quality control and financial statement processes, invoicing, and the preparation of engagement letters. She uses her extensive

knowledge of numerous applications when streamlining these processes.

Carroll plays a key role in staff development and training at Kreisler Miller, including instruction on technical skills, best practices, and project management. She has also conducted external Microsoft Excel training classes for both the PICPA and on college campuses, and is a member of PICPA’s Digital Accelerator Task Force. Carroll is a member of the firm’s employee benefit plans group as well as the Diversity, Equity, and Inclusion Council.



Marie DeCicco, CPA

With over 20 years of experience in public accounting, Marie DeCicco is currently partner, assurance services, for Marcum, focusing on accounting, audit, and assurance services, as well as employee benefit plan audit services. Her clients come from a range of industries, including manufacturing, real estate, not-for-profit, and employee benefit plans.

Over the course of her career, DeCicco

has cultivated expertise in compliance issues applicable to not-for-profit organizations and employee pension plans. Prior to joining Marcum, DeCicco built up her experience at several midsize accounting firms in New York City and as an accounting manager for a Fortune Global 500 company. She is a member of the AICPA and PICPA and serves on the boards and committees of several nonprofits. 