

Helping our people prosper

A UHY team case study



Zoe Paradine
Partner

Marketing Assistant to Partner: Zoë's prosperity story

Zoë Paradine started her career with UHY as a Marketing Assistant, fresh out of university. Through exceptional dedication, skill and a commitment to personal prosperity, 11 years after joining UHY Zoë became a Director and by 2017 she reached the pinnacle of her career, being promoted to partner.

Career progression and success

Zoë started her career at UHY Hacker Young as a Group Marketing Assistant in May 1999, supporting our offices across the UK with their marketing needs. Quickly becoming an integral member of the UHY family, by 2004 Zoë was leading the national marketing team as Group Marketing Manager and, by 2010, Zoë had been promoted again, this time to National Marketing & BD Director, continuing to drive UHY's growth through marketing and BD.

Zoë's impressive career journey continued. In December 2015 she took on additional responsibilities in a dual role, becoming National Executive Director for our UK group, alongside her existing role as Head of Marketing & BD. Two years later, in December 2017, Zoë's career reached its ultimate milestone with her appointment to partner in our London firm.



"UHY have been amazing to me throughout my career; always investing in me and providing opportunities for growth and development"

**Zoë Paradine
Partner**

Zoë's journey from Marketing Assistant to Partner



Recognising and nurturing potential

It wasn't long after Zoë joined UHY that she was recognised for her commitment and drive to succeed. Her early responsibilities included successfully developing our online presence which, when she joined UHY, was very much in its infancy. Zoë's creative thinking, attention to detail, and ability to adapt to changing market trends made her an invaluable asset and she was soon promoted and entrusted with additional responsibilities, taking charge of the growing national marketing team and an ever-growing remit.

As Zoë continued to climb the career ladder, her passion to help UHY prosper, both for the benefit of our teams and for clients, was evident. In the dual role Zoë holds today, she remains responsible for the full marketing and BD mix, at the same time as driving the success of our national strategic goals. Zoë's two roles sit naturally together, as our ambition for growth and ongoing development is supported by the national marketing and BD team Zoë leads, who work on campaigns to target new business across our core markets and to drive UHY's profile both nationally and locally.

Balancing personal and professional prosperity

Since Zoë joined UHY in her twenties, she has married her husband, Tris, and welcomed two lovely children, Poppy and Alfie. With close support from her fellow partners and our dedicated HR team in London, Zoë has always been careful to ensure she gets the balance between personal and professional prosperity right. When Poppy, and later Alfie, were born, Zoë took full maternity leave and, on returning to work, changed her working arrangements so she could work at home at least two days a week to maximise time with her young family.

This was agreed prior to the flexible working arrangements that are common in today's post-pandemic working environment. In fact, when the first Covid lockdown hit in March 2020, when most people were trying to familiarise themselves with home working arrangements, Zoë and her team were up and running and able to ensure immediate communications about government initiatives were ready to go to our clients before many of our competitors were able to do so.

For Zoë, another part of getting the balance right is making sure she dedicates time to fitness during the working week. Zoë developed a love for running when training for and completing the Brighton Marathon for Motor Neurone Disease Association (MND) in 2017 and, more recently, also took on the Yorkshire Three Peaks Challenge for UHY's 2022/23 charity of the year, ShelterBox (this time hiking, not running!). Being supported to find the right balance between personal and professional prosperity has been key to Zoë's success at UHY.

Pushing boundaries and challenging convention

In her dual role, Zoë now sits on the London and Nottingham Executive Committee, the UHY UK Board and Executive Committee and is a member of the UHY International Marketing & BD working group. She plays a critical role in shaping UHY's strategic direction and driving growth, both in London and nationally. Her expertise in marketing and BD, coupled with her deep understanding of our national operations, allows her to make informed decisions that positively impact UHY's brand, our teams, client acquisition and overall profitability.

Speaking of her time with UHY, Zoe says; "UHY have been amazing to me throughout my career; always investing in me and providing opportunities for growth and development, whilst supporting me to be the best mum I can be at the same time. All of this combined with the fantastic team of people (my UHY family) and the open and supportive culture across our firms are what have kept me here, enabled me to progress to partner, and driven my passion to do all that I can to help UHY prosper."

It is unusual for someone who is not an accountant, tax professional, corporate financier or insolvency professional to be offered a route to partnership in an accountancy firm. When Zoë was made partner in 2017, she was the first non-fee earner in our London firm to do so. However, during Zoë's career she has proven she is every bit as valuable as our fee-earners and adds enormous value to everyone across UHY. **Zoë's journey from a Marketing Assistant to Partner serves as an inspiring example of how both personal and professional prosperity can be achieved at UHY.**

“The open and supportive culture across our firms are what have kept me here, enabled me to progress to partner, and driven my passion to do all that I can to help UHY prosper.”



The next step

UHY is not just a firm of accountants, a place of work, an employer. UHY is a team who are trained to help each other prosper. All of our firms offer a suite of benefits that are geared to help you financially, to ensure you are offered flexibility and a good work life balance, to support your wellbeing, and to ensure you continue to develop, grow and prosper while you are with us.

When you join UHY, we want to know why you're looking to join, what you're hoping to gain from your time with us, and how we can help you achieve that. We want to see everyone who comes to UHY flourish. To some that will mean having a clear career pathway and routes to progress, for others it will be having a real variety in the type of client they work with. Others will want to develop a particular niche area of strength and specialism, and for others it will be about work life balance and being in a work place which is focused on wellbeing. For most, prosperity is a combination of many things, and at UHY we try to ensure we can cover all bases.

If you want to work within an open, friendly and supportive team with a focus on the future and ongoing progression and evolution, UHY is the place to be.

Read more about us on our website at uhy-uk.com.

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