



**STRATEGIC/CRISIS  
COMMUNICATION PROFESSIONAL**  
CRISIS MANAGER, STRATEGIC  
COMMUNICATION SPECIALIST

**SALARY**  
MOST EARN  
**\$38,400 to**  
**\$71,670**

TOP 10% MAKE  
**\$98,000+**

**WHY NOW**

The field is expected to create 43,000 new jobs by 2016.

**WHAT YOU'LL NEED**

*Public relations experience*

**ENTREPRENEUR OPPORTUNITIES**

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With the right expertise, it's possible to provide this service as an independent contractor.

WITH THE ADVENT of social media and the 24-hour news cycle, specialists who manage companies' reputations have become increasingly important. "Crisis communication professionals are constantly putting out fires," says Lindsay Olson, a partner at Paradigm Staffing ([paradigmstaffing.com](http://paradigmstaffing.com)). "Someone who is adrenaline-charged, who likes to focus on a company's problems—this would be a good career for her."

Twelve years ago, Davia Temin, 57, used her marketing and crisis management experience at big firms to open her own company. Now her clients include biotech and pharmaceutical firms, investment banks and politicians. Translation: She's available all the time. "Forget this 24/7 business," says Temin, who sleeps with two Black-Berries on her pillow. "Try 25/8. Absolutely not enough hours in the day." Although her life is hectic, she thrives on the pace and energy. "You can really positively impact an organization, a stock price, a drug coming back into the marketplace," she says. "I don't think somebody fresh out of college would have any way of succeeding in crisis management. There are some things you have to have accumulated wisdom about. You have to have lived through it."

**GOLD STAR COMPANIES**

**LEVICK STRATEGIC COMMUNICATIONS**  
*levick.com*

The specialists at this Washington, D.C., firm have amassed a stable full of awards by quietly repairing corporate reputations after *E. coli* spinach scares, pet food recalls and data security breaches. Women make up 46 percent of the team; a third of them are over 40. Salaries average \$175,000 and go up to \$250,000. "I am encouraged to take a 'this is my business' stance, which gives me tremendous freedom," says vice president Amber Zentis, 61.

**JOELE FRANK, WILKINSON BRIMMER KATCHER**  
*joelefrank.com*

"In our business, it's critical to be prepared for any situation," says managing director Andrea Priest, 52. "I enjoy helping clients navigate dilemmas." Two of the firm's four founders are women; their tactical skills were tested during the recent Merck and Schering-Plough merger and

Microsoft-Yahoo discussions. In April, industry bible *The Holmes Report* named the firm Crisis Agency of the Year.



**SALARY**  
MOST EARN  
**\$45,900 to**  
**\$78,210**  
TOP 10% MAKE  
**\$102,000+**



**ACCOUNTANT**  
PUBLIC ACCOUNTANT, MANAGEMENT ACCOUNTANT, GOVERNMENT ACCOUNTANT, INTERNAL AUDITOR

**WHY NOW**

The field will grow 18% by 2016, adding 226,000 jobs, and these positions are available in every industry.

**WHAT YOU'LL NEED**

*A degree in accounting or a related field. You have to pass an exam to become a CPA.*

**ENTREPRENEUR OPPORTUNITIES**

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10% are self-employed.

"MOST ACCOUNTING careers include a lot of autonomy once a person is past the training and staff levels," says Mary Bennett, a member of the American Institute of Certified Public Accountants. "There's a lot of flexibility. Some people work part-time, and many start their own practices."

Melanie Shaw, 47, made the jump into accounting five years ago after 16 years as a civil engineer. She'd been taking classes as part of an MBA program, and a personal tax class sparked her interest. "Taxes are a puzzle, with all sorts of arcane rules, twists and turns," she says. Because she'd already taken a handful of business classes and plenty of math, Shaw, who lives in Marin County, California, enrolled in an intensive full-time summer program and received her certification. This year, after working for a tax firm since 2005, she's opened her own practice. "If you need to be independent, it's a fabulous field," she says. "I work hard, but I like to do it on my own terms."

**GOLD STAR COMPANIES**

**KPMG**  
*us.kpmg.com*  
Famed as the Big Four accounting firm with the highest percentage of female partners, this New York City-based giant offers flexible schedules, up to six weeks of paid time off and up to 12-week sabbaticals, as well as tuition coverage. "I've had great opportunities to grow here," says CPA Kelly Watson, 43, who made partner in March.

**RAFFA, P.C.**  
*raffa.com*

The desire to make a difference motivates the 120 accountants of this Washington, D.C., firm. For 25 years, the firm has focused on serving nonprofits, even donating \$1 million of pro bono work last year. "It's a very special place," says senior audit manager

Graziella Jacobs, 44. Experienced accountants make over \$100,000, and partners make far more (seven of the firm's 14 partners are midlife women). At the company, volunteering is considered so essential that accountants can adjust their schedules to accommodate it—which recently earned the firm an award.