



A Career Less Travelled... Internal Auditing

- *Arvin Floresca, CPA, CIA, CISA, CRMA, CGMA*



Agenda

- 
- ✓ *CPA and Internal Auditing*
 - ✓ *My Personal Journey*

City of Manila





CPA Is Not a Single Career

PUBLIC ACCOUNTING

Audit • Tax
Advisory • Partner

CORPORATE

Accounting
Controller • CFO

TECHNOLOGY

IT Audit • Data
Cyber • AI

RISK & ASSURANCE

Internal Audit
SOX • ERM • CAE

FINANCE

FP&A • Treasury
M&A

OTHER

Consulting
Government
Entrepreneur

Banaue Rice Terraces

CPA is a platform—not a destination.





Accounting Is Growing Again

+8.9%
4-year
undergraduate
accounting
enrollment growth

281,992
Undergraduate
accounting
students

1 in 8
Business
undergraduates
majoring in
accounting

**Three consecutive years of undergraduate
accounting enrollment growth.**

Source: 2025 AICPA Trends Report, released October 2025

Mayon Volcano

*The profession isn't disappearing. The skill set—
and the destinations—are changing.*





Public Accounting Is the Runway

11,985

New graduates hired
by responding public
accounting firms in
2024

75%

Of those hires were
accounting
graduates

75%

Firms expected
same or more hiring
in 2025

PUBLIC ACCOUNTING → AUDIT / TAX / ADVISORY → INDUSTRY / RISK / TECHNOLOGY → LEADERSHIP

Source: 2025 AICPA Trends Report, released October 2025

Vigan

*Public accounting may be the runway.
It doesn't have to be the destination.*



The CPA Ladder Has Expanded

TRADITIONAL

CPA
↓
Staff → Senior → Manager
↓ ↓
Controller → CAO Director → Partner

EXPANDED

CPA
↓
Audit • Finance • Advisory
↓
Risk • Tech • Strategy
↓
CFO • CAE • COO • CEO •
Board

Bohol: Chocolate Hills

*The CPA designation doesn't tell you where you will end up.
It tells people where you started.*





Filipino CPAs: A Broader Career Map

TRADITIONAL

*Public Accounting
Corporate
Accounting
Tax
Financial Reporting*

EXPANDED

*Internal Audit
SOX • ERM
Compliance
IT Audit • Data • AI*

LEADERSHIP

*Controller
CAO • CFO
CAE
COO • CEO •
Board*

Illustrative framework, not a national survey

Paoay, Ilocos Norte

*Filipino CPA → Technical foundation →
Business / risk / technology → Leadership*





Filipino CPAs Fought for Equal Recognition

A California licensing battle that became a landmark professional-rights case

1957–1977

THE DISPARITY

California denied exam waivers to Philippine-licensed CPAs while granting waivers to accountants from several other foreign jurisdictions.

1978

THE CHALLENGE

The Filipino Accountants' Association sued the California State Board of Accountancy, alleging unequal and discriminatory treatment.

1980

THE VICTORY

The Superior Court found the Board had abused its discretion and ordered Philippine CPA applications from 1957–1977 to be reevaluated fairly.

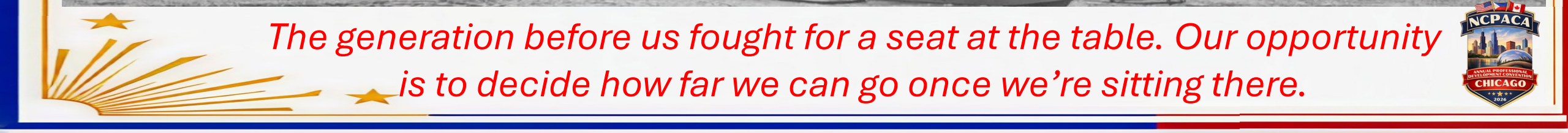
1984

THE PRECEDENT

The California Court of Appeal affirmed the attorneys' fee judgment following the Filipino accountants' successful challenge.

Source: *Filipino Accountants' Ass'n v. State Bd. of Accountancy*, 155 Cal. App. 3d 1023 (1984).

El Nido, Palawan



The generation before us fought for a seat at the table. Our opportunity is to decide how far we can go once we're sitting there.





CAE By The Numbers



**Why Internal Audit may be
one of the best career paths for a CPA**



The CPA Is A Powerful CAE Credential

56%

of North American CAEs hold a CPA

51%

hold the CIA credential

26%

hold BOTH CPA + CIA

93%

hold at least one professional
certification
(CRMA 23% | CISA 18% | CFE 16% |
other non-IA certifications 19%)

CPA #1

most commonly
reported CAE
credential

Source: The IIA, 2024 North American Pulse of Internal Audit, CAE Credentials

Taal Volcano



*CPA gets you into the conversation.
CPA + CIA creates a strong leadership combination.*





The CAE Role Has Expanded Beyond Internal Audit

86%
oversee at least one
area beyond Internal
Audit

27% → 34%

CAE responsibility for
ERM, 2021 → 2025

80%
public-company
CAEs reporting SOX
oversight

FRAUD

ETHICS

ERM

SOX

RISK

Sources: The IIA, 2024 and 2026 North American Pulse of Internal Audit; 2021-2025 ERM trend.

Baguio City

*For CPAs, SOX and ERM are natural bridges from
technical accounting into enterprise leadership.*





The CAE Has A Seat At The Board Table

MOST

functionally report
to the Audit
Committee or Board

75 / 25

current assurance /
advisory mix

60 / 40

preferred future
assurance / advisory mix

47%

women among CAEs in recent IIA data

~30%

women among CAEs in 2017

Sources: The IIA, 2025–2026 North American Pulse of Internal Audit and related IIA CAE trend reporting.

Siargao Island

*The profession is becoming more strategic,
more advisory—and more representative.*



The Filipino CPA → CAE Opportunity

NO RELIABLE U.S. CENSUS OF FILIPINO CAEs

How many are there?

CPA

INTERNAL
AUDIT

SOX

ERM

CAE

Financial Reporting • Controls • SOX • Risk • Technology • Communication • Governance

Basco Lighthouse, Batanes

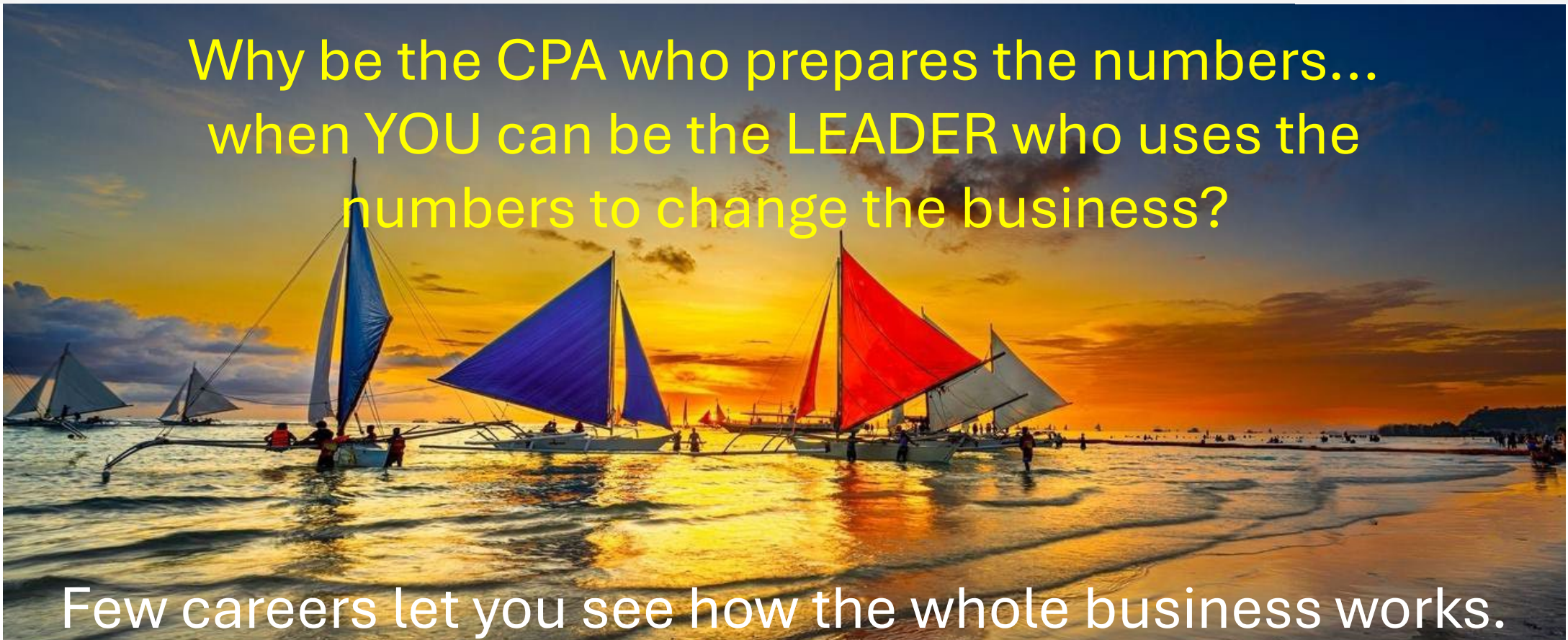
THE CAE IS NOT JUST AN AUDITOR — a modern CAE is a business leader providing assurance, advice, insight and foresight.





Be a Filipino CAE

Why be the CPA who prepares the numbers...
when YOU can be the LEADER who uses the
numbers to change the business?



Few careers let you see how the whole business works.

**Consider the career less travelled...
choose internal audit!**

