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Breaking Barriers and Balancing Books: New Minority and Woman-owned CPA Firm Emerges in Madison

(MADISON, Wis.)—Novii CPA, a woman and minority owned firm, specializes in partnering with entrepreneurs at every stage of their financial journey. Founder Victoria Thayer’s background as an immigrant from Venezuela has shaped the company’s focus since they opened in June 2023.

“At a young age, I witnessed the financial hardships faced by my family and realized the importance of pursuing dreams and changing my current circumstances,” Thayer said.

“For that reason and many others, I started Novii CPA to help our clients be better educated and comfortable with their finances.”

The firm provides services including client advisory, outsourced accounting, tax planning and preparation, and QuickBooks training and setup. These services can also be offered in Spanish and English. The benefits are part of a subscription-based model.

Novii considers itself an extension of its clients’ teams, many of which are biotech companies and manufacturers. The company is located in StartingBlock, an entrepreneurial hub in Madison. Within 4 months Novii CPA is a 5 person firm, with 2 CPAs, 2 accountants, and 1 client experience coordinator. Growing quickly, clients have continuously been satisfied by Novii CPA’s work:

“Working with Victoria Thayer, CPA at Novii CPA makes my life as an entrepreneur easier. She’s passionate about building client relationships and making all the back-end financial parts of running a company seamless.”

– Alexson Calahan,
Founder of Small Adventures Communications

Thayer moved to Wisconsin 9 years ago with her husband. She previously worked in corporate accounting. She serves on several local boards and committees, including Wisconsin Latino Chamber of Commerce, the Madison Reading Project, and the Tax Conference Planning Committee. Thayer recently won a young professional award from the Wisconsin Institute of CPAs.

For more information, visit: <https://noviicpa.com/>.