



## William Díaz

President, Finding Accountants

The most challenging week in William Díaz's life was four years ago in June. Not only was his wife giving birth to their daughter Valeria, but he was also doing his share of giving birth by opening his company, Finding Accountants.

After studying accounting in college and realizing that sitting behind a desk all day just wasn't for him, Díaz decided to try new things. Not long after he was working at another recruiting company, he realized he could do the same, at his own company.

"I realized I not only was doing a good job, but people were recognizing me for the quality of work I did and not for where I was working. I always received the 'why don't you start your own company' comments, until I decided it was time to do it," Díaz said.

Díaz, who also is a certified personal consultant, had over 10 years' experience in the field when he finally took the step to open his own company. Finding Accountants is a specialized accounting/finance recruiting and management employment firm.

"The National Association of Personnel Services is the highest professional association in the employment industry, so if you are dealing with a certified recruiter you can be sure you will get the highest-quality service by industry staffing professionals who know all the recruiting processes, employment laws, business regulations and highest standards of ethics," Díaz said.

Knowing your clients and the industry you work in is the secret to success, according to Díaz. "You can't do it any other way. To succeed in anything you set your mind to, you have to know every single aspect, from A to Z."

This full-of-energy executive, who loves and is in love with his job, wakes up every day with the urge to go to work. "I wake up and literally go: 'Wow! I'm going to the office today.' That is the feeling someone, who wants to succeed with his own business, should have," he said.

Díaz has taken Finding Accountants to the top by adding a new, young and fresh staffing firm with more than 25 years' experience in both the accounting and recruiting field combined. "I have to thank the company where I started because they basically made me a one-man show. I learned to do everything there and there wasn't a better school than that," Díaz said.

The firm, which is already positioned among the top specialized recruiting companies in Puerto Rico, will be opening satellite offices in the next couple of years. "I would like to expand the company to other areas besides accounting. We are going to broaden our placement," he said.

This young, energetic entrepreneur, and a key player in the industry he works, has traced a path in his professional life that he has followed religiously for the past 10 years. Díaz isn't just moving forward; he is speeding Finding Accountants, his family and himself to a life of reward and bigger success. ■

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**Birth Date:**  
March 6, 1970

**Education:**  
Bachelor's degree in accounting from University of Puerto Rico; Certified Personal Consultant

**Marital Status & Children:**  
Married to Vivian Martínez. Daughter Valeria, 4

**Favorite Food/Restaurant:**  
Anywhere there is meat

**Favorite Beverage:**  
Blue Label

**Favorite Travel Destination (business/pleasure):**  
Tahiti

**Car He Drives:**  
Porsche

**Nightstand Reading:**  
Recruiters magazine

