

Dominique Molina, CPA, MST, CTS

Dominique Molina, a CPA since 2000, has devoted her career to enhancing the expertise of accounting professionals while helping small businesses minimize their tax burden. She emphasizes proactive tax planning strategies, enabling small companies to leverage tax laws in the same way large corporations do. Molina founded the American Institute for Certified Tax Planners (AICTP) in 2009 to share her approach with other accounting professionals. The non-profit organization trains and certifies tax experts in proactive tax planning, with over 1,200 Certified Tax Coaches, Planners, and Strategists across the nation serving over 360,000 entrepreneurial businesses.

AICTP aims to elevate the accounting profession, attract younger generations, and offer an enhanced value proposition beyond traditional tax services. Molina advocates for a shift from reactionary reporting to strategic knowledge, providing clients with guidance for tax savings and wealth building.

As an early adopter and proponent of value pricing, Molina challenges the century-old hourly billing model still used by 86% of firms. Her thought leadership encourages a focus on service value and cost predictability for clients. Molina also cautions the industry about potential pitfalls of DIY planning software, emphasizing the irreplaceable expertise of professional tax planners.

Molina frequently speaks and teaches on topics such as Advanced Tax Planning, Federal Tax Reform, and Getting Paid What You're Worth. In 2020, she expanded her educational outreach through Think Outside The Tax Box (TOTTB), an online publication offering tax reduction strategies for accountants and small business owners. In 2022, she acquired MidasIQ, a leading tax education company educating the public on tax reduction strategies and the value of expert tax guidance from Certified Tax Planners.

Dominique Molina remains a champion for modernizing and elevating the accounting industry, highlighting the value CPAs offer in guiding clients toward better business outcomes.

250 words:

Dominique Molina, a CPA since 2000, has dedicated her career to elevating the skills of accounting professionals and helping small businesses reduce their tax burden. She champions proactive tax planning, empowering small companies to use tax laws strategically—just as major corporations do. In 2009, Molina founded the **American Institute for Certified Tax Planners (AICTP)** to share her methodology. Today, the non-profit trains and certifies accountants in proactive planning, with more than 1,200 Certified Tax Coaches, Planners, and Strategists nationwide serving over 360,000 entrepreneurial businesses.

AICTP aims to elevate the accounting profession, attract younger generations, and offer an enhanced value proposition beyond traditional tax services. Molina advocates for a shift from reactionary reporting to strategic knowledge, providing clients with guidance for tax savings and wealth building.

A recognized leader in value pricing, Molina challenges the long-standing hourly billing model still used by most firms. She encourages practitioners to price based on the value delivered, improving both client

clarity and firm profitability. Molina also warns against relying too heavily on DIY tax planning software, emphasizing that true tax strategy requires the insight and judgment of trained professionals.

Molina frequently speaks and teaches on Advanced Tax Planning, Federal Tax Reform, and pricing for accountants. She expanded her educational reach in 2020 with Think Outside The Tax Box, an online publication offering tax-saving insights for accountants and small business owners. In 2022, she acquired MidasIQ, further advancing public education on tax reduction and the importance of expert guidance.

Dominique Molina continues to champion innovation and higher standards across the accounting profession.

Other Speaker Creds:

Editor in Chief – Think Outside The Tax Box <https://thinkoutsidethetaxbox.com/>

Speaking Appearances

2024 TriMerit Bridging the Gap Accounting Conference - Ethical Concerns in Using Tax Planning Software

2023 Woodard Scaling New Heights - Business Entity Power Plays

Tax Planning Articles:

Tax Planning Is More Than Retirement: <https://certifiedtaxcoach.org/redefining-tax-strategy/>

Tax Planning Myth Busting: <https://certifiedtaxcoach.org/tax-planning-101-busting-the-myth-that-tax-planning-is-only-for-the-rich-part-1-2/>

Tax Planning as CAS: <https://certifiedtaxcoach.org/tax-planning-as-a-client-advisory-service/>

And for fun, host of Tax Crime Junkies podcase with Tom Gorczynski: <https://www.taxcrimejunkies.com/>

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