



FOR IMMEDIATE RELEASE

Contact: Rachel Durkan, Paradigm Marketing & Design
Phone: (973) 998-5050
Email: rjdurkan@paradigmmarketinganddesign.com

PROFIT POINT CONSULTING OWNER NAMED FINALIST FOR TOP 25 LEADING WOMAN ENTREPRENEUR BY LEADING WOMEN ENTREPRENEURS OF NEW JERSEY
Anna Masker recognized for outstanding achievements as NJ female business owner

ROCKAWAY, N.J. – Anna Masker, the owner and president of Morris County-based Profit Point Consulting, was recognized by Leading Women Entrepreneurs as a finalist in New Jersey’s top 25 female business owners awards.

Leading Women Entrepreneurs – a media and events company that recognizes outstanding women business owners – fielded hundreds of nominations across the state and narrowed down the group to 150 finalists based on four areas of expertise: market potential, innovation, advocacy for women and community involvement.

“I’m so humbled to have been chosen among this stellar group of women,” Masker says. “Being a finalist really speaks to the heart of what I have worked to accomplish as a business owner. It has been my goal to grow Profit Point Consulting based on the core values of teamwork, precision, work-life balance and innovation; and I thank Leading Women Entrepreneurs for recognizing the effort my team and I have put forth over the last eight years.”

Prior to starting her own business, Masker began her career in Fortune 500 companies such as GE, Pfizer and Sprint. Masker earned her Master’s degree in Management and Marketing from New York University, as well as her Bachelor’s from Manhattan College. She is also a Six Sigma Greenbelt.

Profit Point Consulting, established in 2007 in Rockaway, N.J., is a bookkeeping, accounting and controller services company whose mission is to reduce the frustration of business owners who are seeking actionable financial information, and to increase trust in their numbers. Profit Point standardizes, modernizes and streamlines its clients’ financial and accounting functions while also ensuring that their accounting systems, people and procedures deliver the numbers timely and accurately.

###