



Paige A'Hern

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As Management Accountant for Sero, I work alongside Holly looking after all things Finance. Originally from Swansea, I moved to Cardiff in 2010 to study Accountancy at university and I never left the Welsh Capital. I gained my ACCA accreditation at a local accountancy practice in Cardiff Bay, from there I moved to the Corporate Tax department at PWC. I decided I wanted to pursue a career in the industry, with firms that make a positive contribution to society and that are in line with my personal values, so I spent some time working in the finance department at the BBC, until I secured a position with the Sero team. I feel Sero are undertaking very important work to enable individuals to contribute to the fight against climate change starting at home, and I am excited to be a part of their continuing journey.

I enjoy finding ways to live a more environmentally friendly life, whether that is through purchasing only cruelty-free products, reducing plastic waste, making beeswax food wraps or having 'meat-free Mondays', I believe if every person makes small changes it could have a real positive impact worldwide.

In my free time I enjoy running, crafts and painting, listening to audiobooks and I have a bit of an obsession with collecting houseplants. I like to spend as much time outdoors as I can, visit as many new places as possible and I love meeting new people. However, there is also much to be said for a cosy night in with a good book or watching a gripping TV series!