



# JOSEPH OLIVER ELOI

## TAX POLICY AND TRADE STRATEGY ADVISOR

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### PROFILE

Joseph Eloi is a senior Tax Policy and Trade Strategy Advisor at EY.

Joseph completed the ACA in 2019 and the CTA in 2020.

### INTERVIEW

#### AT A GLANCE

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-  Ernst & Young
-  CTA Prizewinner (Indirect Tax)
-  International Trade Specialist
-  Policy Specialist

How did you find out about a career in tax?

I first chose an organisation that I wanted to work for, EY. From there, tax felt suited to my interests and my long-term ambitions in and out of work.

Why did you pursue a career in tax?

I've always been interested in economic policy and the political economy. Tax is a policy area whereby subtle changes can have a significant knock-on effect on our day to day behaviour and the wider economy, no more evident than in recent years with the UK's departure from the EU.

Coupled with this, it is a career that also provides the security and flexibility to achieve your goals outside of work.

#### EDUCATION

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-  CTA Wreford Vogue Medal
-  CTA Qualification 2020
-  ACA Qualification 2019
-  PPE from Uni of Manchester

What academic qualifications do you have?

At the University of Manchester, I achieved a First class degree in BA (Hons) Politics, Philosophy and Economics.

What made you decide to study for the CTA?

Everyone has to work hard in the early part of their career; the qualification provides recognition of that hard work, which no one can take away or dispute.

## What was your perception of taxation before your CTA qualification?

I initially perceived tax as a bit grey and detached from reality. In fact, tax touches on our day to day lives and impacts our everyday decision making. It also leads you to answer questions that often find a home as part of debates down the pub. Is big tech paying its fair share? Is darts really a sport? Is it a cake or a biscuit?

## What does your day-to-day role involve?

My role varies from answering technical questions such as “when your favourite streaming service supplies you with your subscription, does that transaction take place in Silicon Valley or your bedroom?” to delivering technical training sessions to Fortune 500 and FTSE 350 companies on the impact of Brexit on their business.

## What do you enjoy about your job?

I love my job. It's a job that involves having to problem solve, thinking on your feet to answer wide-ranging questions. It's an ever-changing job, moving at the same speed as technology changes. You often have to apply government policy to the real world, with the world moving faster than the policymakers can keep up with. It's also a collaborative role; organisations trust you to help them be better.

## What has been your greatest challenge?

My greatest challenge was trying to carry a suitcase full of tax legislation on the Northern Line.

## What are your key achievements?

One would be helping to set up a reverse mentoring scheme following the increased attention on issues of racial injustice following the death of George Floyd. Many professions are not as diverse as the wider population; tax is no exception to that.

Another career highlight is winning the Wreford Voge medal for the highest mark in the country on the Cross-Border CTA paper. This may not be the highlight that an objective observer outside of tax would pick, but knowing how much I put into those exams, this is one of mine.

## What do people outside the sector not realise about a career in tax?

Tax is a policy area whereby subtle changes can have a significant knock-on effect on our day to day behaviour and the wider economy, no more evident than in recent years with the UK's departure from the EU. Coupled with this, it is a career that also provides the security and flexibility to achieve your goals outside of work.

What advice would you give to someone thinking of doing the CTA qualification?

Thinking about where you see yourself in 5 years still only represents 10% of your career; I would focus on the long game and invest in yourself! Deferred gratification is often better than instant.