

## Kristalle J.: Virtual CFO Transforming Finance and Luxury Hospitality with Strategic Vision

Austin entrepreneur Kristalle J. leverages 25+ years of financial expertise to drive innovation in accounting, luxury travel, and business leadership.



**Austin, Texas Nov 2, 2025 ([IssueWire.com](https://www.issuewire.com))** - Visionary entrepreneur and financial strategist Kristalle J. is setting new standards for the modern **Virtual CFO**. Based in Austin, Texas, Kristalle combines over 25 years of leadership in finance, accounting, and tax strategy with an entrepreneurial spirit that bridges industries. She serves as Founder of Clarity Financial & Tax Texas, Managing Partner of Costa Mar Villas in Los Cabos, Mexico, and Owner of My Accounting Guru in Houston, Texas—each pioneering in their unique markets but sharing a common focus: clarity, organization, and excellence.

### **Clarity Financial & Tax Texas: Redefining the Virtual CFO Experience**

Founded on the belief that financial clarity creates freedom, Clarity Financial & Tax Texas specializes in accounting, tax planning, and Virtual CFO services for entrepreneurs and small businesses. The firm provides detailed financial management, guidance, and strategy tailored to each client's business goals.

"As a Virtual CFO, my mission is to empower entrepreneurs with knowledge and direction," says Kristalle J. "Understanding where you stand financially allows you to move forward strategically, with both confidence and purpose."

Her firm serves clients across the U.S., Canada, and Mexico, offering full-spectrum financial insights that support growth, reduce risk, and build long-term success.

### **Costa Mar Villas: Elevating Luxury Hospitality**

As Managing Partner of Costa Mar Villas since 2015, Kristalle has transformed luxury vacation experiences in San José del Cabo, Baja California Sur. The brand is known for crafting bespoke vacations—from family retreats to corporate getaways—through curated concierge services and exceptional attention to detail.

"Let us take your vacation to the next level," Kristalle often says. "Our team coordinates every aspect from start to finish. Guests tell us their vision; we make it their reality."

With her extensive background in finance and accounting, Kristalle oversees all operational and financial aspects of the company, including budgeting, marketing, payroll, and international banking. She manages a diverse team of international employees while staying connected to each guest's experience, ensuring memorable stays without compromising on financial balance.

Her responsibilities also include developing and reviewing annual operating budgets, drafting and analyzing business policies and contracts, and facilitating meetings with clients and vendors to maintain operational excellence.

Costa Mar Villas reflects her signature leadership style—combining business intelligence with personal connection—to deliver luxury with integrity.

### **My Accounting Guru: Simplifying Success for Over Two Decades**

Since founding My Accounting Guru in Houston in 2002, Kristalle has helped clients streamline accounting and tax processes through practical, transparent, and tech-driven systems. The firm supports both businesses and individuals with reliable bookkeeping, accounting, and tax preparation services.

“At My Accounting Guru, we simplify your accounting so you can focus on growing your business,” Kristalle explains. “We handle the details so entrepreneurs can concentrate on innovation and service.”

The company offers flexible monthly contracts, consistent communication, and compliance-focused accuracy. With over two decades of client success, My Accounting Guru remains a cornerstone of Kristalle’s financial ecosystem—fueling efficiency and peace of mind for clients nationwide.

### **Leadership Rooted in Clarity and Integrity**

Across all her ventures, Kristalle’s leadership is anchored in a simple principle: clarity leads to confidence. She has built a reputation for aligning analytics with authenticity, ensuring clients and partners thrive both financially and personally.

“Every business I lead reflects my belief that structure and creativity belong together,” she says. “Numbers tell a story—and it’s my role to help people read it clearly.”

Her ability to merge financial mastery with lifestyle innovation positions her as a leading example of the modern Virtual CFO — one who not only strengthens balance sheets but also enhances life experiences.

### **About Kristalle J.**

Kristalle J. is the Founder of Clarity Financial & Tax Texas, Owner of My Accounting Guru, and Managing Partner of Costa Mar Villas. With over 25 years of experience in finance, tax strategy, and entrepreneurship, she is recognized for her leadership in both the financial and hospitality industries. Kristalle empowers clients across North America and Mexico through precision, purpose, and passion.

To learn more, visit:

[www.costamarvillas.com](http://www.costamarvillas.com) | [www.myaccountingguru.com](http://www.myaccountingguru.com)

Media Contact

Connect with Kristalle on LinkedIn: <https://www.linkedin.com/in/kristallej>

### **Media Contact**

My Accounting Guru

\*\*\*\*\*@myaccountingguru.com

18008756751

San Jose, CA, USA

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