



2024 People To Watch in Finance

NJBIZ STAFF // September 30, 2024 // 23 Minute Read



Maria Geltrude

Co-founder | Geltrude & Co.

A businesswoman, entrepreneur and certified public accountant, Geltrude is the co-founder of Geltrude & Co., the Nutley-based firm she operates alongside her husband, Dan, who is regularly featured and quoted in these pages and beyond. Geltrude also brings a unique approach to client service beyond her financial and accounting expertise – she is also an expert in Eastern philosophies and the ancient architectural studies of Vastu Shastra. In 2014, she founded Vastu Environments – where she is known as “Lady Vastu” – and assists clients by applying Vastu technology to office and workplace environments. Combined with her 35 years of financial experience, her Vastu process supports profitability, productivity, efficiency and more. “As I began to understand the teachings of Vastu more and more, I realized that I was applying my accounting background of balancing and auditing to the environment of my clients,” Geltrude told NJBIZ. “Vastu applications model energetic equations that bring solutions to my clients, whatever their issue may be. It is really very much like accounting for energy in the environment.” While her accounting background keeps her grounded, she says “Vastu keeps me very creative and intuitive. And when you bring both together, that’s the sweet spot. And most of us want to be there – it’s the middle ground.”



Read the full article here: <https://njbiz.com/2024-people-to-watch-in-finance/>