



## *Howard Gross BFP FCA FCCA CTA*

**Business Appointment:** Chief Executive, Gross Klein

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### **Personal Introduction**

Senior Partner Gross Klein

Partner Gross Klein Wood Peterborough

Other high lights -

1990 Freedom of the City of London

9<sup>th</sup> Accountancy Age top 50 Financial Power List 2012

2017 to date Chair of the Society of Professional Accountants Ltd

2017 to date HMRC Agents support group

2017 to date Chair of Patient Participation Group of Temple Fortune Medical Group

2006 FSA Prudential Source Book advisory Group

2003 Chapter director Aldgate Business network International

1996-2001 North East Thames Contributions Agency consultation panel

1985 – 1989 Chair Heathfield School (Girls Public School Trust) parents association

1979 – 1982 Founding Chair of Computer users group and 1998 – 2000

London Chamber of Commerce Olympic and Tax Committees

London Marathon raised money £3300 for MS Society and £500 for Heathfield School

Royal Veterinary College Animal Care Trust – fund raising

Married to Beverley 2 Daughters, 2 Granddaughters and 2 Toy Poodles

### **Your involvement with ICAEW**

London Society (LSCA) treasurer 3 years

LSCA President. Raised £12000 for charity from LSCA dinner at Savoy. Met Small Business

Minister improving relations between LSCA, government, GLA

Launched first LSCA web site

Founding chair of the Practice Committee. Pathways extended

Founding chair of Members Board Business and Finance Professional (BFP) approved by council

Founding chair of Members and Commercial Board.

ICAEW main board for 5 years.

Committee of Council

Economia advisory group

North London Society of Chartered Accountants NLSCA

Founding chair Financial Planning Group

As chair of NLSCA we launched business members, micro-computer, young mothers, and press and publicity groups.

I listen to members and provide the support they need.

### **Motivation and ability to be a member of Council**

We are a members organisation funded by our subscriptions. We must support our members both in business and practice, their businesses and practices, customers and clients through Covid and beyond. Our members their customers and clients are the public and it is in the public interest we support them.

I have the experience and knowledge of dealing with ICAEW at board level and encourage change. What should we do to help you, our members?

#### HMRC

The tax faculty must be strong in its dealings with HMRC. If it does not succeed it must seek publicity and support from the press, the ICAEW team who meet with government ministers and our members.

#### Brexit

We must not forget Brexit. Our members, their businesses and practice need regular information on practical problems and how to deal with them. We will help rebuilding our economy with the right support from ICAEW.

Virtual CPD meetings and webinars to be developed further. They must be designed for your benefit whether on phone, I-pad or PC. These should be built into a library which will be available when you need it. In time they can be linked to live audience events.

You only need something when you need it.

Communication with members is an ongoing problem. Our web site is a quiet influencer with a huge number of visits. It is due for an overhaul. The search facility must be improved. We should have the best financial web site in the UK

You receive newsletter updates which should be better focussed. Reduce the content do you have time to read it? Less is more.

#### Newly Qualified.

I am concerned about the future for our newly qualified members. With AI taking over we must update our student training and CPD for those that have qualified

#### Presentation to Council.

Being a long term Council Member I get asked to present to council. The future for 35 to 45 year old members was very interesting. We did it by recording the talk on a smart phone and the audience watched the presentation on screen. Little did we know that Covid would come along and make nearly everything virtual.

The audit of less complex entities. Both accounting and auditing standards must be simplified and made understandable. Change is challenging but we must lead not follow.

Faculties should be free to our members and students. They are another name for a community. The web site and faculties should be monetised. ICAEW should become an influencer. Non- members should be encouraged to join for a reasonable subscription or pay by click or other means.

Helping members. Recently part of a team of four who successfully challenged the board (including the executive) who tried to make council into an advisory group by removing Council's level of control.

Because of lack of communication members do not know what happens in Council.

ICAEW must put members first.

### **Strategic focus**

Covid 19 adapting practice and supporting clients

Support for Members innovation and giving the member what the member needs.

No ICAEW subscription increases by review and reduction of running costs

QAD No complaint and no loss disciplinary cases

FRC and its replacement ARGAs. Should ICAEW retain its regulatory role

Virtual CPD encourages more members to engage,

District Societies, branch, town and local groups to serve members better locally.

ICAEW Communication with members reviewing GDPR restrictions when talking to members

Board Executives Succession planning

Less complex entities. Accounting and Audit standards to be simplified

Redesign and Moneytise our influential Website. Be the business influencer where business goes when in need of advice. Finish bringing up to date our long in the tooth IT system

My knowledge comes from running a practice with many business of different back ground. Resolving day to day practical problems. Dealing with the issues above (except for Covid 19) as a 5 year ICAEW main board non/ exec. member. By being chair of various committees introducing support when needed. Feedback from members by learning from research and giving members what they want.

### **Communication with members in your constituency**

Virtual meetings and working with NLSCA, LSCA and ICAEW. Interaction has to be virtual until Government (Covid) allows meetings again which will be face to face and virtual.

### **Nominators**

Laura Dymott

Angela Caldara

Victoria Andrew

Malcolm Bacchus

Viresh Paul

***Declaration of interests which are relevant to the business of ICAEW***

<p>Membership of, or interests in, formal bodies or groups, including other professional bodies<sup>i</sup>:</p>	<p>Director CEO – The Society of Professional Accountants Ltd</p> <p>Chair Patient Participation Group for the local Doctor’s surgery.</p>
<p>Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:</p>	<p>2002 - to date Elected on to ICAEW Council and re-elected several times</p> <p>Previous appointments:  2018 - 2018 Committee of Council  2012 – 2017 Non-Exec Director ICAEW Board  2012 – 2016 ICAEW Members and Commercial Board  2016 – 2017 Chair ICAEW Members and Commercial Board  2011 – 2019 “Economia” Editorial Advisory Board –  2011 - 2012 Chair of ICAEW Practice Committee  1999 – 2001 Joint Investment Business Committee (ICAEW, ICAS, ICAI) Designated Professional Body working party</p> <p>ICAEW London Society of Chartered Accountants (LSCA)  1984 - to date Elected</p> <p>Previous appointments:  2001 - 2002 Chair and 1<sup>st</sup> President LSCA  1990 – 1993 Hon. Treasurer  Chaired various committees</p>
<p>Partnerships, Directorships or beneficial interests in companies:</p>	<p>Partner CEO Gross Klein - London</p> <p>Partner Gross Klein Wood - Peterborough</p>
<p>Professional or social relationships with individuals who have business relationships or who compete with the ICAEW:</p>	<p>None</p>
<p>Any other matters you feel should be identified:</p>	<p>None</p>

<sup>i</sup> This includes employment by a professional body.