



Europe & Eurasia

PERSONAL STATEMENTS FROM CANDIDATES

CANDIDATE	NAME
1.	Julia Seppä
2.	Jonathan Gurney
3.	Marzena Richter

Seats up for election – 1
Total constituency seats – 2



1. Julia Seppä

Firm/Occupation/Business Deloitte/Cyber risk manager/Risk advisory

Personal introduction:

Julia is a chartered accountant, manager in Deloitte cyber team and current ICAEW council member for Europe & Eurasia. She lives with her husband in Helsinki, Finland – a beautiful country of thousands lakes and Santa Claus's home base.

Julia helps international companies to improve their cybersecurity posture & resiliency and builds European Microsoft practice at Deloitte.

In her free time, she volunteers at ICAEW Tech Board and shares her knowledge with chartered accountants through webinars and in the social media.

Prior joining cyber team she had a decade long career in audit of public companies listed in US, UK, Hong Kong, Finland, and Russia. She trained with ICAEW in Moscow.

Julia's LinkedIn page is <https://www.linkedin.com/in/juseppa>

Your involvement with ICAEW:

Julia is current ICAEW council member in Europe & Eurasia that has around 4 000 members. She engages with members through ICAEW communities, ICAEW online events, local member groups and LinkedIn and brings members' feedback & views to the council meetings. She also participates in ICAEW international member group that includes US, Australia, Asia, and Canada and Europe & Eurasia contact / active member group.

Julia volunteers at ICAEW Tech Board and helps to identify relevant topics across cyber security and technology and provide expert insight.

As an ICAEW ambassador, she is a point of contact for the ICAEW members in Finland, a small but diverse community of professionals that work in both the industry and professional services firms.

Motivation and ability to be a Member of Council:

Council role requires significant time commitment to prepare for & participate in council meetings as well as to engage and consult with members across wide constituency such as Europe & Eurasia. Julia is keen to continue contributing as a council member to ICAEW's future development and building a stronger members' community throughout Europe & Eurasia. She is committed to contribute her time. She hopes you will consider voting for her.

Strategic focus:

Julia would like to focus on the following matters over the next 4 years:

21. Membership

- a. Improve membership benefits and awareness of available resources: both free (e.g., **Finance in a digital world e-learning**, **cyber security** and **sustainability** hubs, all content of Audit and Assurance Faculty, Financial Reporting Faculty and Tax Faculty, and all ICAEW Communities) and paid (e.g., **Data analytics** and **sustainability** certificates)
- b. Improve networking opportunities
- c. Grow number of active members

22. ICAEW

- a. Advocate for the accountancy profession & its continuing development
- b. Ensure good governance, integrity, and reputation of ICAEW
- c. Ensure delivery of ICAEW strategy 2020-2030



Communication with Members in your constituency:

Julia will continue engaging with members through ICAEW communities, ICAEW online events, local member groups and through direct messaging and public posts in LinkedIn. She will continue responding to members' emails and LinkedIn messages and will do her best to address members' concerns and deliver feedback to the ICAEW.

Nominators:

- Jeffrey Singer
- Helen Dunbar
- Christopher Naudi
- Christopher Cooke
- Giuseppe Ambrosio

DECLARATION OF INTERESTS WHICH ARE RELEVANT TO THE BUSINESS OF ICAEW



Membership of, or interests in, formal bodies or groups, including other professional bodies: ¹	None
Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:	Current council member and an observer at the ICAEW Tech Board
Partnerships, Directorships or beneficial interests in companies:	None
Professional or social relationships with individuals who have business relationships or who compete with ICAEW:	None
Any other matters you feel should be identified (For example, any pending regulatory and/or disciplinary proceedings):	None

¹ This includes employment by a professional body.



2. Jonathan Gurney

Firm/Occupation/Business: Risk Manager at Oyster HR, Inc & Owner/Founder/MD at Ars Vivendi Enterprises GmbH

Personal introduction:

I qualified as an ACA in the early 1990's after studying Law at university, since when I have worked in industry with 20+ years spent in CFO roles. I have managed a diverse selection of service and manufacturing businesses, with a wide variety of ownership structures (from US-HQ'd groups to owner-managed and private equity). I have been living and working in Germany for over 10 years.

I wound up in Germany through helping the insolvency practitioner of a printer manufacturing group which was in administration, to reorganise and sell the European operations to a Chinese industrialist, after which they asked me to stay on as CFO. Then I met my wonderful wife here and we founded a business together. For the past 7 years, I have been focussed on all aspects of international expansion – helping clients set up and administer their foreign operations. In 2021 I joined Oyster HR (an internet start-up in the EaaS sector) to help build out their global network but have since switched to focus on developing projects such as AML and ESG for them.

I thrive on innovating. Exercising my creative muscles is important to me not just professionally but can be also seen in what I do in my “downtime” – I photograph landscapes and architecture (some examples can be seen here – <http://eisbaer.works> – but please understand, I am experimenting with the design and purpose of this website, so do not judge too harshly), as well as making short films (<https://www.youtube.com/@EnglishmanAbroad>).

Your involvement with ICAEW:

Active membership/participation in the Accountants Group in Germany (AGIG)
Member of the Business and Management Faculty
Member of the IT Faculty & Excel Community

Living in Germany for the past 10+ years and working in industry, travelling extensively for work in the past 30 years, I have had precious little possibility to have greater involvement with the Institute – except via the online resources, mostly made available via the faculties. Opportunities to meet in person socially or to simply share or learn about new developments and business tips have been limited to joining the meetings of AGIG twice a year – when time and commitments allowed. In that I am working in industry and have very limited opportunities to meet fellow members, I believe I am rather representative of most in the Europe/Eurasia constituency – and this is a major motivation for my candidacy.

Motivation and ability to be a Member of Council:

I remember the look of pride in my parents' eyes when I received my qualification scroll at Chartered Accountants Hall. I remain very proud to be a Chartered Accountant, although in the past few years, I have occasionally wondered if the membership fee was worth it. Here in Germany, we have an organisation called AGIG, which outside of the Pandemic, meets twice a year in Frankfurt – more than 3 hours drive away. Beyond that, I was completely dependent upon the online courses delivered by the IT and Business Management Faculties for my CPD, and it seemed to me that fellow accountancy bodies such as CIMA were doing more for their members in industry. However, I remained a Member because I did not want to sacrifice what I had worked so hard for, early on in my career.



The Pandemic did have a beneficial effect (I never expected to write that in a sentence!) in that it has prompted the Institute to make much more training sessions available online.

My switch to working on such matters as AML and ESG drove home to me yet again, just how much valuable resource the Institute provides to its Members – although sometimes it is hard to find.

My ambition as a Council Member would be to make our Members aware of what a valuable resource the Institute is, and especially for the European Constituency, ensure there is a more regular possibility to meet and exchange ideas, even if only through the medium of Zoom. I regularly meet younger accountants – sadly, mostly not members of our Institute. Through my own first hand impressions but also by collecting these external insights, I would seek to influence how the Institute engages with accountants in Industry, as well as in practice.

I appreciate there is a significant commitment to be made, but I have the luxury of now being involved with organisations that are very supportive of such volunteering roles.

Strategic focus:

My strategic focus centers on the following:

The preservation of the legacy and reputation of the Institute – and building on the foundations of excellence, trustworthiness and dependability with layers of innovation and forward-thinking relevance.

The promotion of the ICAEW as a relevant and premier training ground for the future leaders and managers of industry

Focussing on how we make the Institute more attractive for younger accountants who are intending to work in industry.

I work in industry – I have regularly recruited accountants from all the accountancy bodies and have the opportunity to speak with younger accountants regularly. I am currently working in an internet startup, which is a disruptor in the Employer as a Service space. I believe that I have good access to a wide range of accountants working at the coal face, and I would seek to report back as to what initiatives/developments we would do well to be providing for and training for.

Communication with Members in your constituency:

The Europe/Eurasia constituency is a particularly difficult constituency in that a face-to-face meeting with a large group of members would be impractical or prohibitively expensive. It is also a case that Members do receive a good amount of communication from the Institute, in the form of opted-in newsletters. My concern is three-fold, first that there is often a practice bias to the news articles and secondly, that communication with members about more local activities is very rare* or is hiding away on LinkedIn. Finally, more newsletters only risks information overload. A balance needs to be maintained, but by increasing the number of events available and relevant to our Members in Europe and letting them be known via direct mailings, would in my opinion, increase engagement.

My thinking is to run a regular monthly or bi-monthly Zoom event where Members would have a chance to interact with their fellows, ideally with a rundown of relevant developments or a deep dive on a resource that is available in icaew.com, so that Members in Europe simply have more chance to interact with the Institute and appreciate its value.

I personally have not been active on LinkedIn since Microsoft purchased the platform, but think this will be necessary as a good portion of our Membership are active there, and undertake to do so.

Finally, I would fight for the Institute to maintain its funding of local events and Groups, such as AGIG here in Germany. Videos calls are good, but there is nothing like the occasional opportunity for our Members to meet face-to-face.



*I personally receive only 1 or 2 direct mailings re European events & interest annually.

Nominators:

- Helen Wedekind
- Richard Stubley
- Neville Anderson
- Paul Buckley
- Andrew Fairhurst

DECLARATION OF INTERESTS WHICH ARE RELEVANT TO THE BUSINESS OF ICAEW



Membership of, or interests in, formal bodies or groups, including other professional bodies: ²	None
Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:	None
Partnerships, Directorships or beneficial interests in companies:	Owner and Managing Director Ars Vivendi Enterprises GmbH
Professional or social relationships with individuals who have business relationships or who compete with ICAEW:	None
Any other matters you feel should be identified (For example, any pending regulatory and/or disciplinary proceedings):	None

² This includes employment by a professional body.



3. *Marzena Richter*

Firm/Occupation/Business: Staniszewski & Richter

Personal introduction:

I have always worked in Public Practice and I am qualified in two jurisdictions, firstly in London and secondly in Warsaw (as a registered Auditor). I have been an international partner with two medium sized international accounting networks. I hold a UK practising certificate (not currently active). I have been a fully practising accountant and auditor in Poland for nearly 30 years. My experience in Poland has been mainly in Financial Services, Real Estate, Energy, Distribution, and Services. I am very familiar with CEE having travelled on professional conferences all over the region as well as performing international assignments in other Eastern block countries. I have also been a tax examiner in Poland for the ACCA and I have been appointed as an election auditor of candidates for President and Political parties by the Electoral Commission in Poland. Before working in Poland and CEE I worked for two medium sized firms in London. During my training contract I was posted to the Channel Islands and Switzerland where my firm specialised in Trusts, Family funds and international tax.

Your involvement with ICAEW:

More than 10 years ago I was appointed to an international committee in Poland comprising of ICAEW representatives and members of the equivalent professional body The Polish Chamber of Auditors (PIBR). The purpose of the committee was to agree terms on a Memorandum of Understanding between ICAEW and PIBR. We worked with the Polish Ministry of Finance Oversight Body and Academics in comparing standards of audit regulations, education and training and generally accepted accounting/auditing standards coming from Polish statutory law, local and international audit and accounting standards. The experience was useful for all sides since Poland was at that time a developing and reforming economy and in the process of implementing EU directives.

Motivation and ability to be a Member of Council:

I would like to strongly promote the CEE region by encouraging deeper re-integration with Western Europe. Not forgetting our Eurasian members it is worth mentioning that Poland is a crossroads between Northern and Southern Europe as well as Europe and Eurasia. Eurasian countries aspire to the same standards as Western Europe and CEE.

I have an excellent track record in attending Board Meetings and I do not see a problem in travelling to the UK to attend Council Meetings. I have frequently travelled to the UK on business either to my accounting networks, UK partners, UK clients and UK Audit Committees.

At the local level I have been a very active member both of business organisations and the Polish chamber of auditors. This has given me a deep insight into how CEE economies have reformed and developed since the political changes more than 30 years ago.

Strategic focus:

The profile of ICAEW in the European and Asian region should be raised especially in CEE. From the very beginning of free market reforms in Eastern Europe ICAEW members played a key role in the rapid transformation of the region. Both individual ICAEW members and the ICAEW institution do not receive enough high profile recognition from local institutions. Engaging senior members who may have more time as well as increasing opportunities for meeting, events and online activity would build prestige, improve recognition and underline that the ICAEW is a key influencer in global finance.



Contacts with local TV stations, journalists, international businesses and business organisations should be encouraged to build a professional and business community, Local country contact partners should encourage ICAEW members to publish articles, comment on economic and financial matters in the public domain and in social media. The war in the Ukraine has destabilised the world's economies through inflation and currency volatility, played havoc with monetary and fiscal policies and introduced uncertainty and risk in the supply of consumer goods and energy. ICAEW is a quality business and professional community.

Communication with Members in your constituency:

It is important to get to know as many local members as possible through events and online. In the whole region, I would rely on country contact partners to share ideas and give feedback. ICAEW members often work in highly complex fields and many issues faced by the membership in each jurisdiction could probably be resolved with our own resources. A social media group for each jurisdiction could be used for communication.

Nominators:

- Janusz Diemko
- Steven Foster
- Alexander Staniszewski
- Richard Sage
- David James

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:³</p>	<p>30 years member of the Polish Chamber of Auditors (PIBR)</p> <p>28 years membership of the British Polish Chamber of Commerce (including 10 years as a Board Member)</p>
<p>Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:</p>	<p>ICAEW – PIBR (Polish Chamber of Auditors) international commission 2009-2011</p>
<p>Partnerships, Directorships or beneficial interests in companies:</p>	<p>50% shareholder and Director of Staniszewski & Richter Ltd</p> <p>50% shareholder and Director of Aquila Poland Sp.zo.o.</p> <p>45.1% shareholder and Director of Staniszewski & Richter Sp.zo.o.</p>
<p>Professional or social relationships with individuals who have business relationships or who compete with ICAEW:</p>	<p>I am aware that ACCA and CIMA are both members of the British Polish Chamber of Commerce</p>
<p>Any other matters you feel should be identified (For example, any pending regulatory and/or disciplinary proceedings):</p>	<p>None</p>

³ This includes employment by a professional body.

