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organization representing the CPA profession.

May. 21, 2019

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“The role we play as trusted advisors has never been more important,” he said. “Our clients and employers are challenged to stay ahead in a time when rapid innovation and change is the new world order. They need us to be with them, side-by-side, helping them navigate the complexity and uncertainty that is the world we live in today.”

Reeb offered four pieces of advice for the profession:

- **Let go of what you think you know.** A black belt in the tao wu hsian hua system, Reeb said martial artists are “big on humility” – and accountants should be, too. Part of that involves rigorously reexamining past lessons and work methods to see if they still hold true in a time of great change.
- **Accept that technical aptitude alone will not be enough.** Familiarity with technology and continued improvement in human skills – critical thinking, judgment, leadership – will also define accounting professionals in the future. “This powerful combination of our technical expertise, technological understanding, and enhanced human skills are foundational to positioning ourselves for a brighter future,” he said.
- **Challenge what it means to be an ‘accountant.’** That means providing higher-value strategic guidance in core service areas such as audit, tax and finance, broadening tax practices to meet the growing need for a more integrated life planning approach for individuals, and extending assurance into emerging areas such as cybersecurity risk management, sustainability and supply chain.
- **Embrace a disruptive mindset.** “We need to shift our thinking from what our profession is and what we do today to what our profession should be and what we need to be doing tomorrow,” he said.

Reeb is a CPA and holds the Chartered Global Management Accountant (CGMA) and CITP (Certified Information Technology Professional) designations. As of June 1, he

will also serve as vice chair of the Association of International Certified Professional

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Currently the CEO of the Succession Institute, a management consulting firm based in Austin, Tex., Reeb has had a lengthy career consulting for businesses of all sizes, primarily in the areas of organizational structure and governance, operations and accountability. He has founded six small businesses, including a CPA firm, prior to starting the Succession Institute.

He is a member of both the Texas and Colorado State CPA Societies. Reeb also serves as an advisory member on the board of the CPA Firm Management Association (CPAFMA). He received his bachelor's degree from Southwest Texas State University.

### **About the American Institute of CPAs**

The American Institute of CPAs (AICPA) is the world's largest member association representing the CPA profession, with more than 429,000 members in the United States and worldwide, and a history of serving the public interest since 1887. AICPA members represent many areas of practice, including business and industry, public practice, government, education and consulting. The AICPA sets ethical standards for its members and U.S. auditing standards for private companies, nonprofit organizations, federal, state and local governments. It develops and grades the Uniform CPA Examination, offers specialized credentials, builds the pipeline of future talent and drives professional competency development to advance the vitality, relevance and quality of the profession.

### **About the Association of International Certified Professional Accountants**

The Association of International Certified Professional Accountants (the Association) is the most influential body of professional accountants, combining the strengths of the American Institute of CPAs (AICPA) and The Chartered Institute of Management Accountants (CIMA) to power opportunity, trust and prosperity for

people, businesses and economies worldwide. It represents 657,000 members and

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