



LEA Global

2024

**YEAR IN REVIEW**



# Reflecting on 2024

Dear Members, Partners, and Stakeholders:

It is with great pride and gratitude to present this year's Annual Report of Operations. Over the past year, our association has continued to demonstrate resilience, adaptability, and a steadfast commitment to our future. Together, we navigated both challenges and opportunities, and I am pleased to report that our organization remains strong, impactful, and future-focused.

This year has been marked by meaningful progress in formalizing our 2030 Strategic Framework. We remain focused on a vision and mission that emphasizes collaboration amongst members and key stakeholders while continuing to expand our infrastructure to support relationship development. Our strategic pillars include objectives in the areas of **Talent, Alliances, Growth, and Transformation**. All events, programs, and activities will align with goals in each of these areas.

Active engagement remains the important driver in achieving our plans. None of this would have been possible without the unwavering dedication of our team, the leadership of our Board

of Directors, Regional Councils, Collaboration Group Steering Committees, and the continued trust and involvement of our members.

As we look ahead, we remain committed to building on this momentum. We will continue to invest in the areas that optimize value to our members, advance dialogue around issues that define our industry, and ensure that our association remains a dynamic force for progress and positive change.

As you reflect on our achievements in 2024, we ask that you assess your own engagement and how your decisions to engage have positively helped and consider how you might deepen this engagement. The value we provide existing members and offer to prospective members is directly aligned with individual member decisions throughout the year.

Thank you for your continued support and for being a vital part of our journey.

**Tony Szczepaniak**  
CEO, LEA Global





# Our 2030 Strategic Roadmap

In the spring of 2024, the LEA Global team surveyed its membership base to:

- gather feedback on our current programs and events,
- better understand what members desire from their membership, and
- gauge member satisfaction and value.

In addition to gathering constructive feedback, we presented the insights and responses to the Global Board and Strategy Committee in June 2024. Then, the board, committee, and LEA Global leadership developed our 2030 strategic roadmap which is built around four pillars: **Talent, Alliances, Growth, and Transformation.**

The next two pages detail the outcomes we will pursue and how we will evaluate our success.





# Our 2030 Strategic Roadmap

Talent		Alliances	
Outcomes	KPIs	Outcomes	KPIs
<ul style="list-style-type: none"><li>• <b>Elevate the profession:</b> Position accounting as a rewarding career choice.</li><li>• <b>Foster lifelong learning:</b> Provide unique development opportunities for members at all stages.</li><li>• <b>Strengthen connections:</b> Encourage peer-to-peer networking and collaboration.</li></ul>	<ul style="list-style-type: none"><li>• Launched a global brand campaign to promote the accounting career.</li><li>• Provides a comprehensive professional development catalogue.</li><li>• Offers signature programs like the Global Talent Exchange and regional cultural experiences.</li><li>• Achieves a Net Promoter Score of 9 or 10 for Collaboration Groups, indicating exceptional satisfaction.</li></ul>	<ul style="list-style-type: none"><li>• <b>Thriving community:</b> Promote active member engagement and knowledge sharing.</li><li>• <b>Strategic relationships:</b> Establish best-in-class hubs for strategic relationship building, crucial for member growth, client service, and talent management.</li></ul>	<ul style="list-style-type: none"><li>• Built community hubs with resources to cultivate successful member-to-member partnerships.</li><li>• Member firms collectively report \$50 million in revenue generated through referrals.</li><li>• Members leverage an average of five peer firm capabilities through strategic relationships fostered by community hubs.</li></ul>

# Our 2030 Strategic Roadmap

Growth		Transformation	
Outcomes	KPIs	Outcomes	KPIs
<ul style="list-style-type: none"><li>• <b>Extensive global network:</b> LEA Global boasts a diverse membership across key markets, industries, and service lines.</li><li>• <b>Strong referral program:</b> Members actively recommend LEA Global to potential firms, fostering community growth.</li><li>• <b>Partnership network:</b> LEA Global collaborates with leading peer organizations to drive expansion.</li></ul>	<ul style="list-style-type: none"><li>• LEA Global boasts a thriving community of 200 firms.</li><li>• LEA Global is consistently ranked among the top 3 associations in all regions (IAB survey).</li><li>• All member firms actively participate in the association.</li><li>• LEA Global programs deliver strong financial performance (specific metric to be determined).</li><li>• LEA Global has pursued at least 5 M&amp;A / joint venture conversations.</li></ul>	<ul style="list-style-type: none"><li>• <b>Empower professional service firms:</b> LEA Global is a leading association that equips members with cutting-edge advancements in growth, operations, technology, client service, and talent management.</li></ul>	<ul style="list-style-type: none"><li>• Hosts an annual showcase highlighting member and partner solutions shaping the future of the profession.</li><li>• Positions LEA Global as a hub for future-focused insights in association management, firm management, talent, technology, and industry trends.</li></ul>

# Welcome, New Members!

We expanded our reach, expertise, and services with seven new members:



**CWC & ENG PLT**  
Malaysia



L. Gomez Partners & Co., CPAs  
**L. Gomez Partners & Co.**  
Philippines



**Al-Sabbagh for Auditing &  
Consulting Services**  
Jordan

**MCMH Associates**  
Belize



**Han Group LLC**  
USA



SKINNER CLOUSE GROUP  
**Skinner Clouse Group**  
USA



CONSULTING  
**B&R Consulting**  
Luxembourg



# Asia Pacific Highlights

2024 was an outstanding year for the Asia Pacific region, showcasing remarkable engagement and innovation. One highlight? Our regional conference in beautiful Bali, which saw an impressive turnout of 40 attendees, an increase from the 28 participants in 2023.

This vibrant gathering fostered collaboration, learning, innovation, and joy. Our agenda addressed our **Reimagine Now** theme and offered inspiration on professional practice growth, tax considerations and compliance requirements, ESG, AI, and more.

Additionally, the region piloted **Working with Friends**, a program that brings together young

professionals for cultural experiences, learning and LEA Global community building. **Prosperity Advisers Group** hosted the inaugural cohort, welcoming 12 participants from five Australian and New Zealand-based firms.

The cohort participated in meaningful discussions, heard from key leaders at Prosperity on leadership and career growth, reflected on change and technology, and learned how their respective firms were similar and different.

Overall, 2024 was a year of progress and collaboration, setting the stage for even greater achievements in the future.





# North America Highlights

In 2024, the North America region celebrated a series of achievements that demonstrated our growth and collaborative spirit.

First, we successfully hosted the **regional conference in Dallas**, bringing together 227 professionals who engaged in dynamic discussions and networking opportunities. We welcomed speakers from member firms and industry experts – pushing members to rethink their standard business practices, mindsets, and solutions.

Our dedication to professional development continued with the second year of **Tax Levels Training**, held in Denver, Colorado. This program provided invaluable knowledge and skills to tax pros at various stages of their careers, reinforcing our commitment to excellence in the industry.

The third year of **Emerging Leaders** and our various **collaboration groups** flourished, offering platforms for future leaders to emerge and for members to engage in meaningful collaborations. These initiatives have been instrumental in nurturing talent, upskilling leaders, and driving partnerships across the region.

Lastly, we welcomed two new U.S. firms to our region, expanding our network and enriching our community with fresh perspectives and expertise. As we look ahead, we remain committed to building on these accomplishments and continuing our journey of growth and collaboration.

“ I enjoyed connecting with folks from other firms. I enjoyed talking to some of the instructors post class and getting their opinions on their subject expertise. ”

– Tax Levels Trainee



# Latin America Highlights

In 2024, the Latin America region achieved significant milestones that demonstrated their commitment to progress and collaboration.

First, we started the year with the welcome addition of our LATAM regional coordinator – Elaine Acosta – who has played a pivotal role in advancing key initiatives. Thanks to her support and member commitment, we successfully organized **webinars and collaboration group meetings**, fostering greater engagement and knowledge sharing among our members.

LATAM members also collaborated on the second edition of the *Legis Tributum*

*Análisis*, which addressed the tax treatment of royalty payments for non-residents in several Latin American countries. This publication is a testament to our region's expertise and collective effort in tackling complex tax issues.

Additionally, we hosted our **regional conference** in stunning Punta Cana. We saw an increase in attendance compared to 2023, further demonstrating the growing interest and participation within Latin America.

Let's celebrate these accomplishments and continue building on this momentum in 2025!





# Europe Highlights

2024 started strong with nearly 130 attendees convening in Prague for the **European Regional Conference**. We saw meaningful collaboration between group members – from international tax to young professionals – and heard speakers offer timely insights into cultivating firm culture and business development mindsets.

We returned to Europe in October for the **2025 World Conference** – hosted in Vienna, Austria. Here, we shared our five-year strategic roadmap, giving global members a look at the foundational work we conducted throughout 2024 and a plan for our collective success and growth.

Thanks to **Primexis**, our second cohort of ***Working With Friends*** traveled to Paris for two weeks of learning, collaboration, and multicultural experiences. In the City of Lights, this group addressed common challenges and strengthened their connections within the region. Throughout the year, our collaboration groups held informative conversations on an array of impactful topics.

Members pursued excellence and robust relationships in 2024; we are excited to carry this energy into 2025!





# Middle East & North Africa Highlights

2024 has been an exceptional year for our Middle East & North Africa region, showcasing members' energy and commitment. We proudly hosted our regional conference in Casablanca, which saw an impressive turnout of 26 attendees, nearly doubling our numbers from 2023. This event was a testament to our region's growing influence. We also welcomed a new firm in Jordan, further expanding our network and strengthening our presence in the region.

In July, we held a virtual conference, which provided a valuable platform for members to share real-life experiences and recommendations for practice management. Discussions on emerging technologies and their impact on accounting and auditing were particularly insightful, offering new perspectives and strategies for navigating the evolving landscape of our industry.

This year highlighted the hard work, discoveries, and experiences of our members. We are immensely grateful for their contributions!





# By The Numbers

LEA Global data from the IAB 2025 World Survey Supplement, based on 2024 year-end data.



**79**  
countries



**141**  
global member  
firms

**4th**

largest association in  
the world based on  
2025 IAB World Survey



**\$4.11 billion**  
total revenue



**486**  
offices



**2,087**  
partners



**20,856**  
employees



# Expanding Horizons

