



**Rob McLean**, MA, FCPA, FCA has experience in the private, public and research sectors as a strategy consulting partner with EY, executive director of the Ontario Premier's Council, and executive director of the International Federation of Institutes for Advanced Study. Since the mid-90s he has tracked the progress of value creation measurement in Canada and internationally. Rob co-led a major value creation project for the Canadian Institute of Chartered Accountants in the late 1990s/early 2000s, and on behalf of the CICA co-invented patented methods for measuring value creation. As research director for the Value

Measurement and Reporting Collaborative in the mid 2000s, he was the lead author of "Re-Discovering Measurement", a report aimed at exploring value creation measurement approaches that extend beyond the traditional accounting paradigm. Beginning in 2019, Rob was recruited as the lead consultant to CPA Canada's Value Creation Working Group, formed to oversee CPA Canada's work to implement the recommendations of the Foresight Initiative as published in "The Way Forward". In that capacity, he has guided CPA Canada's recent value creation-related publications, webinars, and other projects, which in turn have informed related progress on Data Governance and a new Competency Map for the CPA profession.