

# NEWS



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FOR IMMEDIATE RELEASE

## Brendon Harrex Awarded New Zealand's Young Chartered Accountant of the Year TOP TALENT AFTER ONLY NINE YEARS

**Southland, New Zealand—December 4, 2006**—VeraSage Institute is proud to announce that senior fellow Brendon Harrex was named New Zealand's Young Chartered Accountant of the Year. Each year, the Institute presents this award to celebrate the profession's rising stars and recognize exceptional individual achievement.

At 33 years of age, Harrex is the youngest chairman of a major accounting firm in New Zealand, Ward Wilson Ltd. With only nine years in the profession, he has been instrumental in the firm by leading the charge toward eliminating timesheets and offering customers agreed prices before beginning work. This innovative approach has contributed significantly to the firm's recent revenue growth.

"Brendon is an excellent advocate for leading and challenging the status quo in the accounting profession," says Ron Baker, founder of VeraSage Institute. "Brendon had already made an impact when he was appointed the world's first Chief Value Officer (CVO), and then as chairman last May. He is a true visionary and a leader we can look to with pride. I have no doubt that his contributions will better the profession for posterity."

Harrex received the highly prestigious award at the New Zealand Institute of Chartered Accountants' Gala Dinner in Wellington on October 26.

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## **About Brendon Harrex**

Brendon is Chairman and Chief Value Officer (CVO) for Ward Wilson Limited, a 10 partner, 100 team member, four-office, chartered accountant business advisory firm based in Southland, New Zealand.

As CVO, Brendon is responsible for ensuring the business creates value for its customers and that this value is captured through strategic value based pricing.

Brendon has removed “time based billing” from his own customer base and has experienced first hand the real benefits that come from aligning the firm’s Key Predictive Indicators with those of its customers. Brendon is passionate about leading customers into business partnerships that create real value for all involved.

## **About VeraSage**

VeraSage Institute is the most revolutionary think tank for professional service firms. Founders include Ron Baker, well-known speaker and author, considered the father of modern value pricing, elimination of timesheets, and measuring what matters to align a company’s goals with its customers’ goals.

VeraSage exists to help professions break free of practice methods that undermine their purposes and fail their clients. VeraSage fellows are guided by the principles and values articulated in their Declaration of Independence and have pledged to help their colleagues in any way possible to expand their intellectual capital and increase their sphere of influence. ([www.verasage.com](http://www.verasage.com))

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