

## Biography of David Axson



### **Founder and President, The Sonax Group and Author of Best Practices in Planning and Performance Management**

David Axson brings nearly 25 years of experience in advising over 200 companies on a wide range of strategic, financial and management subjects. In early 2004 he completed a one year engagement as Head of Corporate Planning at Bank of America where he led a major transformation program of the Bank's planning and forecasting processes. Prior to helping form Hackett in 1991, David was affiliated with A.T. Kearney, Deloitte, Haskins & Sells, and Lloyds Bank in London, England. He serves as a director of Guitar Heaven Ltd and Garden of Life Inc.

An accomplished public speaker David has served as the keynote speaker at conferences in North America, Europe and Asia for organizations such as CFO Magazine, Cognos, an IBM Company, The Institute of Management Accountants, The National Retail Federation, SAP, and The World Bank.

The Sonax Group is a research, educational and advisory firm that works with clients to improve the effectiveness of their business management practices. The Sonax Group was founded in 2002 by David Axson, a co-founder of the renowned benchmarking and finance transformation authority The Hackett Group and author of the books *Best Practices in Planning and Management Reporting* published by John Wiley in 2003 and *Best Practices in Planning and Performance Management* published in January 2007.

### **About his book:**

The data on performance management is not encouraging. Executives routinely cite unexpected external events as excuses for performance shortfalls. Earnings pre-announcements are on the rise. Almost half of all executives see little value in their annual planning and budgeting processes, and regulators are paying closer attention than ever to the quality and accuracy of performance information. Despite the broader understanding of best practices and better technology, many companies are still struggling to unlock the value of effective performance management. David Axson will reveal the secrets of successful Performance Management initiatives. He will describe practical steps to create simpler, faster, more focused and effective performance management processes.