

Our goal is to be the leading tax platform of the future



Interview with
Wim Wuyts
CEO, WTS Global

WTS GLOBAL, the international network of independent tax experts, active in France through WTS France, has consolidated its position on the French market with the addition of the Villemot, Barthès & Associés law firm to the network. We took advantage of the opportunity to take stock of this corporate giant's ambitions, a corporation that continues to expand under the leadership of Wim Wuyts, its CEO.

DÉCIDEURS JURIDIQUES. What were your first acts as head of WTS Global?

WIM WUYTS. It has only been eight months since I took the helm at WTS Global and I am always searching for the optimal solutions for each market - through my colleagues as well as my clients. Up to this point, our priority has been to strengthen the "personal touch" of all of our business activities. My experience has led me to believe that a company's greatest strength lies in its ability to unite its employees - that is why corporate culture is crucial in my book. Arthur Anderson was a role model - they had an extremely resilient corporate culture and its members still stay in contact with each other. They had a way of doing things, a shared approach in the community that gave newcomers and senior employees alike a united purpose. That is the mentality we are trying to create with WTS Global and its 2,500 members.

Your role is to define WTS Global's corporate strategy. What roadmap are you going to give to your associates?

We started by looking at the environment in which our tax-related professions are evolving, and we made medium-term projections for 2020-2025. Three major aspects stood out in this analysis - the progressive phasing-out of business models that combine auditing and taxation services, the increase of digital services, and the transformation of professional talents, human resources. So, by specializing in these three aspects, our group will be able to offer a unique business strategy in each of our geographic markets - developing the leading tax platform of the future.

What concrete measures are you enacting to make this leading platform a reality?

To recruit the best professional talent and increase our digital tendencies, we have partnered with the German Research Center for Artificial Intelligence in Saarbrücken. This organization is one of the most acclaimed research centres for artificial intelligence, a field which will affect taxation as well as most business sectors. We have also worked with CEDEP to develop tax management programs on the INSEAD campus.

What do you see when you picture the tax leader of the future?

The trick is to know whether there are more advantages to recruiting a business developer rather than a technical expert. In other words, is the person who brings us new accounts more important to us than the person who solves our clients' problems? We haven't found a clear-cut answer to that question yet. The perfect job profile could probably be found at the crossroads of these two options - someone who is a tax expert and who also brings in new business. They should also be able to address complex social issues we didn't often have to deal with twenty years ago, such as the impact of industrial activities on the environment.

Your goal is to be more competitive internationally, isn't it?

Yes, WTS Global's objective is international in scope. In Europe, the United States and in Asia - which goes without saying - but also in Africa and Latin America. Once we decided that, we had to find the right organizational model for our network members.

Actually, what organizational model have you chosen for WTS Global?

A CEO should never determine their company's organization without first having studied its environment and business strategy. Even now, we are still looking for a fitting organizational model for the company. We should decide on one sometime this year, but some general observations can still be made. We want to continue to work with independent firms and entrepreneurs who believe in our Tax Leadership ambitions. We are trying to set up a form of goodwill management that relieves the pressure on the decision-making process. The backbone of our members has to be strong enough to adhere to the WTS Global strategy, but flexible enough as well, in order to be able to make decisions independently.

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