

## First Friday Five: Vanna Krantz

### **What does the workplace of the future look like to you?**

I suspect there will be a spectrum of what the new workplace will look like. I do envision that there will be more flexibility on where people work and the amount of time in an office environment, but I think it will likely look different than it is now. Where a company lands on the spectrum will depend on their business, the industry, and company culture and philosophy.

### **What changes will leaders need to make in order to be successful in this environment?**

I think leaders are going to have to be more self-aware to ensure they are not biased. It is almost human nature to trust those you know better than those we don't. We should not expect that in person face time will no longer play a part how in how we build trusting relationships. Leaders will have to redefine face time and develop relationships and trust in new ways. I think this could be quite difficult, for example having difficult conversations in a constructive manner could require some training. Leaders will need to evolve and find effective ways to engage in these types of conversations in a virtual environment.

### **What impacts will the workplace of the future have on Diversity, Equity, and Inclusion?**

We are all making concerted efforts to recognize the need for Diversity, Equity, and Inclusion. The benefits of being diverse are much more apparent and I see companies taking steps to ensure the diversity of their organizations on the long-term. I do not see us going backward.

### **What priority shifts have you, or are you making to ensure operation excellence in the workplace of the future?**

It is less about making a shift but more of having a realization that you do not need as many people to be physically in an office even for events that were always considered to require that. In fact, we found out these events could be successful with less people and managed remotely. We may have not realized this had we not been in a situation where it was necessary for us to rethink our approach. This experience confirmed that you can do more than expected remotely, with less people, and with speed.

### **What is one question you wish people would ask you, but don't? What would your answer be?**

The one question I would like to be asked is, at what point can a recruiting manager say that they have tried to build a diverse slate of new candidates for an open role, but have been unable to do so? My answer would be that if we have helped build diverse slate (which might be a new requirement), that we should balance that fact with a fact that having an open role for a long period of time might put undue stress on the existing team. So I'd hope that we can provide empathy since many teams are working harder and longer hours than ever and unfilled roles exacerbates that problem. As a result, we need to understand that progress takes time and perhaps allowing temporary resources to balance building a diverse slate and maintaining a healthy work environment.

## Vanna Krantz



Vanna is an executive with over 25 years of experience in finance leadership roles at multiple world-class organizations. Vanna qualified for the Chartered Accountancy designation in Canada in 1990 and the Chartered Financial Analyst designation in 1997. Most recently, Vanna was the CFO of Disney Streaming Services during the preparation and successful launch of the highly anticipated Disney+ video streaming business. In that role, Vanna was responsible for scaling the technology and business functions globally,

implementing the systems and processes to handle the new business line, planning and forecasting subscriber counts and financial results by country, as well as developing and publishing the operating metrics to run the business. Vanna was also the CFO and a Board member for BAMTECH Media, which launched ESPN+. BAMTECH Media in an entity owned by Major League Baseball, National Hockey League and The Walt Disney Company. In this role, she was responsible for establishing the accounting policies, the internal control environment and the audited financial statements, in addition to the financial operational duties for the sports video streaming business. Previously, she held three different divisional CFO roles at Thomson Reuters from 2007-2016 including the CFO of Reuters Media, the CFO of Institutional Equities and the CFO of the Wealth Management division. Prior to 2007, Vanna held positions at PricewaterhouseCoopers, Merrill Lynch, Morgan Stanley and Credit Suisse. Vanna received a Bachelor of Mathematics from the University of Waterloo in Canada.