****

**PRESS RELEASE**

**Crowe’s The Art of Smart: More Critical Than Ever**

* **Organizations that make smart decisions are more likely to outperform their competitors**

**NYC, USA: March 24, 2021:** Crowe Global today launches The Art of Smart – the third series of annual insights based on expert observations and global research findings. Designed to trigger discussion and debate, the series of insights provide business leaders with a road map on how and why making smarter decisions is imperative to creating lasting value.

Growth, diversity, boldness and innovation are the critical strategic indicators used by Crowe to evaluate the quality of decision-making in organizations across the world. Understanding the actions that positively contribute to these four factors is essential to effectively navigate these unprecedented times.

The Art of Smart brings together experts from inside Crowe and introduces its audience to other forward-thinking organizations. This community of thought leaders share their innovative viewpoints on the issues that matter to business as the world emerges from the pandemic and into a new way of working.

The insight series shines a spotlight on those organizations across the world who are thriving and pushing boundaries. Exclusive interviews have been conducted with leaders across a number of sectors, including Pavlos Spyropoulos, Chief Executive at Lloyd’s Asia, Darren Murph, Head of Remote at Gitlab and Janine Chamberlain, Senior Director at LinkedIn.

David Mellor, CEO, Crowe Global says: “Following the events of the last 12 months, The Art of Smart is more essential reading today than ever before. Studies have shown that organizations that make better and faster decisions are more likely to outperform their competitors.

“We have produced a number of insightful articles and interviews that address a number of challenges facing business leaders now and in the near future. Most organizations and leaders – including me – have had to take different forms of decision making in the past year. We have had to make more choices – some of which had not been contemplated before the coronavirus crisis – and make them faster.

“As a leader I have always been a champion of change, both professionally and personally, the future excites me. It will be fascinating to see which bold choices made by leaders pay off in the coming years. The Art of Smart provides interesting points of view with content that will enable and empower organizations to make smarter decisions. We don't have all the answers, but we want to drive business-critical conversations – I urge you to join in with the discussions.”

**Ends**

**Notes to Editors**

**For further information contact:**

Vicki Conybeer, Media Contact at [artofsmart@crowe.org](mailto:artofsmart@crowe.org) or 07870 635 196

**About The Art of Smart:**

The Art of Smart explores the many different facets of decision-making, providing insight to leaders on how to make better, smarter decisions for their businesses. It evaluates corporate decision-making based on four strategic indicators – growth, diversity, boldness, and innovation. The content is designed to help leaders of organizations solve the business-critical challenges they face today and are likely to face in the near future.

**About Crowe Global**

For over 100 years, Crowe has been helping to make smart decisions for multinational clients working across borders. As one of the largest accounting networks in the world, Crowe has over 200 independent accounting and advisory firms in 145 countries. It is one of only seven global firms in Gartner’s “magic quadrant” for risk consulting services. The network has a total global workforce ofmore than36,000 professionals and global revenues of US$4.2 billion.

[www.croweglobal.org](http://www.croweglobal.org)