

THE IESBA CONFERENCE 2025



14:10 - 14:50 | 'Decoding Ethics' Podcast: Ethics vs.
Innovation? The Future of Technology in
Audit and Accounting



TOM SEIDENSTEIN

IAASB, Chair | IFEA, Co-CEO

Tom Seidenstein is the Chair of the International Auditing and Assurance Standards Board and the Co-CEO of the International Foundation for Ethics and Audit, which houses both the IAASB and IESBA. First appointed in July 2019, his current term runs through December 2027. As IAASB Chair, he has overseen significant revisions of existing audit standards aimed at enhancing public trust, the initiation of a workstream aimed at creating a global assurance standard for sustainability, and an updated strategy aimed at increasing the responsiveness of standard setting.

His career has spanned both the private sector and international standard setting. Prior to joining the IAASB, he held senior strategic leadership positions at the Federal National Mortgage Association, commonly known as Fannie Mae, and the IFRS Foundation.

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MARC JESCHONNECK

E&Y, Global Assurance Digital Leader

Marc Jeschonneck is Global Assurance Transformation Leader at EY, shaping the future of audit and assurance advisory services through methodology and enablement, shared services and technology including Artificial Intelligence (AI) on a global scale. He was appointed in 2025.

He is a member of the EY Global Assurance Leadership since 2020 and has held several senior roles, including EY Global as well as EMEIA (Europe, Middle East, India and Africa) Assurance Digital Leader, where he advanced the development and implementation of digital capabilities. He also brings significant experience in the consumer and retail sector. He is a German Public Auditor (Wirtschaftsprüfer) and holds a master's degree in business administration (Diplom-Kaufmann).

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IAN FREEMAN

KPMG UK, Partner

Ian Freeman is a Partner at KPMG and leads the UK Department of Professional Practice for Audit. In this role, Ian shapes the firm's audit and assurance methodology, curates national training programs, and supports teams navigating complex and important audit challenges. His experience spans global systemically important financial institutions (G-SIFIs) to fast-moving tech startups, giving him a unique lens on risk and innovation.

Ian also brings regulatory insight from his work with regulators and plays a pivotal role on both UK and international steering committees, guiding KPMG's approach to emerging technologies, particularly in auditing Artificial Intelligence and Digital Assets. He also contributes to the profession through his involvement with the ICAEW.

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