



## John Scade

Founder and Managing Director MAS Business  
Co-founder and President MASimpact Labs  
Founder of LBG España  
Founder of ONLBG

## Biography

John Scade is the Managing Director of MAS Business, a certified B Corp., specializing in Sustainability/CSR and assurance. He is Co-founder and President of MASimpact Labs, the developers of the innovative tool ImpactOnline for managing, measuring and reporting community initiatives. He is the founder of LBG España and ONLBG organizations specializing in measurement and communication of corporate and non-profit social actions, respectively. John is professor and coordinator of the CSR module at EOI's (Spain's School for Industrial Organization) International Masters in Sustainable Development and Corporate Responsibility, a visiting professor on CSR at the UPC (Universidad Peruana de Ciencias Aplicadas) Lima, Peru; as well as a member of the Spanish Accounting Association's (AECA) CSR advisory panel, and a member of Business Ethics Committee of the Spanish ISO Standards Board's (AENOR).

Mr. Scade was also co-founder of Factor CO2, a specialized global GHG consultancy, and served as an AccountAbility's International Standards Board member, as well as being a member of the AA1000 Stakeholder Engagement Standard technical committee. Previously, he worked for 16 years in international accounting firms, in England and Spain.

His professional qualifications include:

- Fellow of The Institute of Chartered Accountants in England and Wales
- Censor Jurado de Cuentas (Certified Spanish Auditor)
- Associate Certified Sustainability Assurance Practitioner
- Masters in Management of Family Enterprises, Instituto de Empresa, Spain