



Financial Executives International Canada Announces 2025 Recipient of Highest Honour: Larry Brownoff

Financial Executives International Canada (FEI Canada) is proud to announce that Larry Brownoff has been awarded the 2025 Frank S. Capon Distinguished Service Award—FEI Canada’s highest honour.

Presented annually, the Frank S. Capon Distinguished Service Award recognizes an individual whose volunteer service has significantly advanced the mission and impact of FEI Canada. Larry Brownoff is a truly deserving recipient whose commitment, leadership, and advocacy have left a lasting imprint on the organization.

Since joining FEI Canada 30 years ago, Larry has demonstrated a remarkable dedication to fostering growth, innovation, and inclusivity within the organization. A current member of the National Board of Directors since April 2021, he has held several critical roles, including Co-Chair of the National Membership Recruitment and Retention Committee and Co-Chair of the Diversity, Equity & Inclusion (DEI) Committee since August 2022.

Larry has consistently challenged and evolved the way FEI Canada approaches its membership criteria. He has been instrumental in ensuring these standards reflect a more inclusive and contemporary vision of today’s financial leadership. Recognizing the diverse and evolving career paths of finance professionals, Larry has advocated for thoughtful updates that welcome individuals in non-traditional roles—such as fractional CFOs, professionals in transition, and those contributing to the non-profit sector. His sensitivity to where people are in their careers has helped foster a more inclusive and supportive membership model that aligns with FEI’s broader DEI principles.

He has also played a key role in helping chapters set and meet ambitious membership targets post-COVID, directly contributing to FEI Canada’s national membership growth and revenue recovery. His strategic foresight and commitment have been vital to rebuilding engagement and ensuring long-term organizational sustainability.

Larry’s leadership goes beyond policy. He was a driving force behind the development of FEI Canada’s updated Vision, Purpose, and DEI statements—core frameworks that now guide the

organization at every level. He has actively promoted these values across chapters nationwide, ensuring they are not just written, but lived.

His commitment is both strategic and hands-on. From shaping national initiatives to supporting event logistics, printing name tags, or managing chapter banking transactions, Larry has always stepped up—demonstrating humility, collaboration, and an unwavering sense of responsibility.

Professionally, Larry's career spans corporate finance, professional staffing, and member relations. As Vice President, Finance & Administration at Inventronics Limited, he honed his financial leadership. Later, at Robert Half, he helped finance professionals find purposeful work. Now, as Director of Member Relations at CPA Alberta, he leverages this broad experience to build meaningful connections across the finance community.

Larry's efforts have significantly elevated the member experience. His insights into membership demographics, along with his recommendations for continuous improvement, have helped streamline recruitment and deepen engagement.

Colleagues across FEI Canada speak of Larry with admiration. He is seen as a role model, a steady leader, and a true team player—always bringing insight, empathy, and integrity to the table.

"Volunteers like Larry are essential to our organization and our best advocates. They form the backbone of FEI Canada, and our continuous success hinges on their passionate commitment and dedication. We deeply appreciate your support," said Howard Kerbel, Executive Director of FEI Canada.

"On behalf of the members and Board of Directors of FEI Canada, I extend heartfelt congratulations to Larry Brownoff for receiving the prestigious Frank S. Capon Distinguished Service Award. Your remarkable dedication and volunteer efforts have made a significant impact on our community," added Alysia Carter, Chair of the Board of Directors, FEI Canada.

FEI Canada extends its deepest thanks to Larry Brownoff for his outstanding service, innovative leadership, and enduring dedication to the organization. His contributions have not only strengthened FEI Canada but have also shaped its future.