

Rawley Thomas is President of LifeCycle Returns, Inc. (LCRT) in St. Charles, Illinois. He served as Assistant Treasurer of SuperValu Stores, joined Callard, Madden in 1981, co-founded HOLT Planning in 1985, and directed Value Management research for The Boston Consulting Group for eleven years. Credit Suisse First Boston acquired the successor to HOLT Planning, HOLT Value, in early 2002. Thomas is VP Practitioner Services for the Financial Management Association International (FMA) and is Chairman of the FMA Practitioner Research Committee. Currently, he serves on the Northern Illinois Accountancy Board and chairs the FMA PDDARI supported by the CFA Society of Chicago. PDDARI stands for Practitioner Demand Driven Academic Research Initiative. The objective of PDDARI is to facilitate the development of cutting edge research useful to practitioners, their firms, and the profession. Through this research initiative the FMA hopes to encourage academic research that addresses practitioner needs and to encourage interaction between the practitioner and academic communities. Thomas can be reached at [Rawley@LCRT.com](mailto:Rawley@LCRT.com). LifeCycle Returns supports investment funds, consulting firms and investment banks with process consulting and licensed platforms to create world-class capabilities in their use of Value Management principles.