

The last WORD

*Keith Lesser, a partner at
Lesser & Co Chartered Accountants*

Where do you live?

I live in Chingford, a ten minute walk from the office.

How did you get into accountancy?

At the beginning of my business studies degree I was keen on a career in marketing. I then read *No Logo* by Naomi Klein and increasing profits for large corporates like Nike and Coca Cola just didn't motivate me. I decided on a career which would help people and accountancy was a natural way forward.

Did you always plan to go into the family business?

I worked for ten years for Gillette and BT before joining Lesser & Co. Being a part of the family business was always the plan but this was accelerated. I found myself at an impasse, so in 2011 we decided I would join Lesser & Co at the age of 30.

What sets Lesser & Co apart from the competition?

We focus on the individual



Keith Lesser became vegan after watching *What the Health* on Netflix

BELOW LEFT:
He'd definitely send a dinner party invite to Earthling Ed

BELOW:
He's been vegan for a year and loves the food at The Feel Good Cafe in Chingford

client's circumstances and objectives and want to achieve the very best results for them. With our in-depth tax knowledge and experience, we go over and above the standard of service other accountants often give, which is simply going through the motions.

What aspect of your job do you enjoy the most?

Coming from a job where any decision had to be made by 20 different people in unison, it's so refreshing to be able to make business decisions without endless communication and bureaucracy. Running an owner-managed business is very rewarding. Our work at Lesser & Co has a huge impact not only on our own destiny but also that of our clients.

When not working how do you relax?

I play a sport called racketlon (racketlon.co.uk) which is a cousin

to the triathlon but in racket sports – you play table tennis, badminton, squash and tennis one after the other to decide who is the ultimate racket sports player. It's a good way to relax! In 2013, 2016 and 2018 I was part of the Great Britain team that won the racketlon world championships. I train at Connaught Squash and Tennis club.

What would be your perfect night out?

We recently had our 30th anniversary celebration at Bunga Bunga which was good fun.

Name a favourite local restaurant?

I've been vegan about a year so The Feel Good Cafe in Chingford is a revelation. I tend to order a vegetable curry or burger/salad combo with a coffee or smoothie.

Who would be your dream dinner party guests?

Earthling Ed, Roger Federer, Richard Reed and Marcel Weigl.

What's your poison?

Goose IPA.

What about a guilty pleasure?

Vegan junk food and Netflix.

Tell us something surprising about yourself

Earlier this year BBC Business did a piece on young people going on cruises and interviewed my wife and I. ■

Get in touch
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