

From: Ken Goldman <kgoldman5@gmail.com>
Sent: Tuesday, August 16, 2022 11:31 AM
To: Comments
Cc: Ken Goldman
Subject: [EXT]: Release No. 2022-003, PCAOB Draft Strategic Plan 2022-2026

This is Ken Goldman former CFO of many companies including Yahoo and Fortinet and Siebel and now a board member of 4 public companies and several private ones.

Only short comment. Doubling penalties on individuals and the firms is the wrong message to be proud of. I suggest being more proud of using the carrot approach and working with firms and Individuals collaborately to encourage them to do the right thing as my experience is all the major firms are conscientious and are supporting the public good. Your approach could drive more good executives and employees to leave the profession when the profession urgently needs to encourage the profession as a great and proud full career

Respectfully

Ken

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