



& Financial Forensics

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## CURRICULUM VITAE

### **SUSAN M. SAIDENS** **CPA, CEIV, ASA, ABV**

- Founder of CPA firm specializing in acquisitions for financial reporting
- Certified in Entity and Intangible Valuation™ (CEIV) credential holder – *The ONLY credential for valuation professionals for financial reporting*
- Member-at-Large of the Business Valuation Committee of the American Society of Appraisers, (2011- Present)
- Wharton School, University of Pennsylvania, mentor for the Wharton business valuation competition team
- *2009 Woman of Distinction* – award presented by the **Philadelphia Business Journal** –recognizes top female leaders in their respective field

## **PROFESSIONAL DESIGNATIONS**

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### **Certified Public Accountant (CPA)**

- Member, American Institute of Certified Public Accountants (AICPA)
  - Presenter, AICPA National Conferences on Fair Value Measurements
- Member, Pennsylvania Institute of Certified Public Accountants (PICPA)
  - Member, PICPA Business Valuation Committee
    - Presenter at multiple annual PICPA Business Valuation Conferences
  - Member, PICPA Forensic and Litigation Services Committee

### **Certified in Entity and Intangible Valuation (CEIV)**, accredited by AICPA

One of the first professionals awarded the CEIV credential by the AICPA

### **Accredited in Business Valuation (ABV)**, accredited by the American Institute of Certified Public Accountants (AICPA)

- “ABV Champion” for Commonwealth of Pennsylvania, appointed by the AICPA
- “ABV Champion” for the State of Delaware, appointed by the AICPA
- Member, Forensic and Valuation Services Section of the AICPA

### **Accredited Senior Analyst (ASA – Business Valuation Discipline)**, accredited by the American Society of Appraisers

- Member, American Society of Appraisers (ASA)
  - Elected Member At-Large of the Business Valuation Committee
  - National Instructor, Advanced Business Valuation Topics BV204
  - Course Developer, BV 204: Complex Capital Structures; Intangible Assets

*Continued*

- Instructor for Mandatory Performance Framework courses for the CEIV credential
- Member, Advanced Business Valuation Conference Planning Committee

## **EXPERIENCE - HIGHLIGHTS**

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Extensive experience in valuations for business acquisitions, minority interests, intangible assets, goodwill, stock options, financial reporting, M&A consulting, and litigation support

- Twenty-plus years' experience preparing valuations for financial reporting purposes, intangible assets, intellectual property, stock options, and minority interests, including experience teaching nationally about these topics
- Among the first group of CEIV credential holders certified by the AICPA
- National Instructor for the ASA's professional education for CEIV credential for fair value measurement
- Service Offerings – partial listing: valuations for business combinations, intangible assets, goodwill, stock options, goodwill impairment testing, mergers & acquisitions, buying or selling a business, gift & estate taxes, family limited partnerships, litigation disputes, divorces
- Industries –pharmaceutical, building products, building services, chemicals, consumer products and services, healthcare, technology/telecommunications, manufacturing, printing, wholesale distribution, recreational, and other products/services covering numerous NAICS/SIC codes
- Client base includes businesses ranging in size from small closely-held companies to publicly-traded companies and private equity groups
- Designated an expert witness for valuing intangible assets (Philadelphia County, PA)
- Frequent presenter and author of several seminars related to intangible assets and fair value for financial reporting purposes
- National instructor on advanced business valuation topics for both the American Society of Appraisers and the Consultant's Training Institute

## **PREVIOUS EMPLOYMENT**

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**Asher & Company, Ltd**, Shareholder in 125+ person regional CPA firm based in Philadelphia, PA; Dual responsibilities as Audit (Partner) and Department Chair of Asher Consulting for valuations

**Smart & Associates, LLP**, national CPA firm based in Paoli, PA as Director of Accounting and Auditing with added responsibilities for business valuations

**Home Health Corporation of America, Inc.**, served as Director of Mergers and Acquisitions and Assistant Controller for national healthcare company based in King of Prussia, PA

**KPMG LLP**, international public accounting firm based in Philadelphia, PA, five years of supervisory audit responsibilities in the Securities and Exchange line of business for publicly-traded companies

## **AWARDS/AUTHORSHIP**

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*2009 Woman of Distinction* – awarded by the **Philadelphia Business Journal** – an honor recognized nationally for top female leaders in their respective fields

Wharton School, University of Pennsylvania, mentor for Wharton business valuation competition team

*Member-at-Large* of the Business Valuation Committee (BVC) of the American Society of Appraisers (ASA). The BVC oversees all activities of the business valuation discipline of the ASA

Co-author, *Guide to Fair Value under IFRS*, John Wiley & Sons, Inc. Publisher, c. April 2010

Co-author, *BV 204: Advanced Valuation Topics*, a 27-hour professional education course sponsored by the American Society of Appraisers

Co-author, *Current Update in Valuation*, an 8-hour professional education course sponsored by CTI

Author, *The Challenge: Educating Clients on the Valuation Process* published in the *Valuation Examiner*, a national consultants' publication

Author of several articles on fair value published by *PEI Manager*, a private equity magazine

Marquis' *WHO'S WHO of America Women*, Twenty-fourth edition, 2004/2005 edition

National Register's *WHO'S WHO in Executives and Professionals*, 2003/2004 edition

Presenter for the AICPA, PICPA, ASA, IMA, C.C. Estate Planning Council and other entities

Member, Forum of Executive Women, Philadelphia, PA Chapter

Member, International Association of Consultants, Valuators, and Analysts

### Previously Served:

Treasurer and Member, Board of Trustees, Southeastern Pennsylvania Autism Resource Center  
Corporate Committee, American Heart Association, *Go Red for Women Luncheon*, Phila., PA  
Member, Executive Advisory Board, 2005-2008, NACVA  
Chairperson, Valuation Credentialing Board, 2002-2005, NACVA  
Chairperson, Steering Committee for Allocations, United Way of Chester County, PA  
Chairperson, Business and Finance Committee, Downingtown Area School Board, PA