

**JESSICA LANDAY, ASA, CVA, MAFF**  
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## EMPLOYMENT

Harper Hofer & Associates, LLC, 1580 Lincoln Street, Suite 1100, Denver, Colorado 80203.  
2017 to present. Associate.

Seigneur Gustafson, LLP, Lakewood, Colorado. 2013 to 2017. Manager of Business Valuation and Litigation Support.

GHP Horwath, P.C., Denver, Colorado. 2011 to 2013. Associate – Valuation and Litigation Support Services.

BCG Valuations, Pennington, New Jersey. 2006 – 2010. Contractor – Business Valuation Analyst.

Wharton Valuation Associates, Inc., Pennington, New Jersey. 2004 – 2005. Business Valuation Analyst.

## EXPERIENCE

Primary emphasis in business valuations of controlling and non-controlling business interests in a wide variety of industries for various purposes. Experience includes all phases of engagement, including: financial statement analysis; financial modeling and analysis of data; economic, industry, and market research; ratio analysis; application of various valuation approaches and methods; management interviews; preparation of valuation reports and exhibits; and rebuttal analyses and report preparation. Experience also includes damages analyses for litigation support in a variety of cases.

Engagements and experience include:

- Valuations for estate and gift tax reporting
- Valuations for shareholder buy-in/buy-out
- Valuations for mergers and acquisitions
- Valuations for marital dissolution purposes
- Valuations for dissenting shareholder actions
- Intellectual property valuations
- Start-up company valuations
- Damages analyses for wrongful death, personal injury, wrongful termination cases
- Damages analyses for lost profits and loss of business value
- Income analysis for marital dissolution



## **PROFESSIONAL CERTIFICATIONS**

**Accredited Senior Appraiser (ASA)** – American Society of Appraisers

**Certified Valuation Analyst (CVA)** – National Association of Certified Valuators and Analysts

**Master Analyst in Financial Forensics (MAFF)** – National Association of Certified Valuators and Analysts

## **PROFESSIONAL ASSOCIATIONS AND ACTIVITIES**

American Society of Appraisers - Member

National Association of Certified Valuators and Analysts – Member

Colorado/Wyoming Chapter of NACVA – Secretary, 2018

Colorado Women’s Bar Association – Non-Attorney Member

Association of Certified Fraud Examiners – Associate Member

Front Range Business Valuation Group - Member

National Institute for Trial Advocacy – American Bar Association Family Law Trial Advocacy education program – Financial Expert Witness – 2014, 2015, 2016 and 2017

## **PUBLICATIONS**

**Appraiser Review: How Pratt’s Stats Upgrades Improve Your Search for Comps**

Business Valuation Update, March 2016 (Co-author)

**An In-Depth Review of the Duff & Phelps Risk Premium Calculator**

Business Valuation Update, February 2015 (Co-author)

**An In-Depth Look at the New D&P Valuation Handbook**

Business Valuation Update, September 2014 (Contributor)

## **PRESENTATIONS**

**Income Approach I** – AICPA Forensic and Valuation Services Conference – Nashville, TN – November 2016

**Business Valuation Standards** – Guest Lecturer, Daniels School of Business, University of Denver, Fall 2017

**Valuation Reports** – Guest Lecturer, Daniels School of Business, University of Denver, Fall 2017



## **EDUCATION**

The College of New Jersey. Bachelor of Science Degree in Finance. 2004.

Business Valuation School – AICPA – June 2011

Business Valuation and Certification Training – NACVA – August 2012

Expert Witness Bootcamp – AICPA – September 2016

Foundations of Financial Forensics – NACVA – June 2017

Various continuing education courses

## **AWARDS**

Named to NACVA's "40 Under Forty" - 2017

