

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

**Harper Hofer & Associates** – 216 16<sup>th</sup> Street, Suite 850, Denver, Colorado 80202. 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:

**Business valuations** for marital dissolution; estate and gift tax reporting; shareholder buy-in/buy-out; mergers and acquisitions; dissenting shareholder actions; intellectual property valuations; start-up company valuations

**Damages analyses** for lost profits and loss of business value

**Damages analyses** for wrongful death, personal injury, wrongful termination cases

**Income analysis** for marital dissolution

## 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

### **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 – Present  
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

**AWARDS**

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

