

GREGG JOHNSON, ASA

DIRECTOR

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Education

BS Business Administration and Finance, Brigham Young University

For over 20 years Gregg has specialized in financial advisory and consulting services helping his clients resolve complex financial matters. He specializes in the valuation of business entities with complex capital structures inclusive of common and preferred stock, partnership interests, private debt instruments, options, warrants, and other equity derivatives. Johnson also has extensive experience appraising intellectual property inclusive of trade names, patents, copyrights as well as other intangible assets such as customer relationships, in-process R&D, permits, and licenses. He has served publicly traded, private equity sponsored and closely held businesses in a wide range of industries including: automotive, industrial manufacturing, wholesale and retail distribution, hospitality, energy, financial services, media and entertainment, healthcare, consumer products, food and beverage, technology and professional services.

Prior to joining the team, Johnson was a Senior Manager in KPMG's Economic and Valuation Services practice, and had previously worked in the Investigation and Dispute Advisory practice at Ernst & Young as well as the Strategy Finance and Economics group at Arthur Andersen.

Johnson graduated from Brigham Young University where he received a Bachelor of Science in Business Administration and Finance. He also holds the Accredited Senior Appraiser (ASA) designation from the American Society of Appraisers.

Published work includes "Navigating the Challenges of Brand Valuation" featured in the Secured Lender Express, September 2016.

Specialties:

- Bankruptcy
- Capital Raising
- Due Diligence
- Fairness & Solvency Opinions
- Financial Reporting
- Litigation
- Merger & Acquisition Advisory
- Tax Reporting
- Transaction Financing

Industries:

- Automotive
- Consumer Products
- Energy
- Financial Services
- Food and Beverage
- Healthcare
- Hospitality
- Industrial Manufacturing
- Media & Entertainment
- Professional Services
- Wholesale & Retail Distribution