KENNY PIERCE, MBA | ABV | CVA | MAFF

kpierce@piercevaluations.com

CURRENT POSITION

Founding Principal, Pierce & Company

EDUCATION

University of California, Irvine, Paul Merage School of Business, MBA
University of California, Santa Barbara, BS

PAST POSITIONS

2018-Current	Founding Principal, Pierce & Company	Irvine, CA
2017-2018	Principal, Rugeti & Associates	San Juan Capistrano, CA
2006-2017	Founding Principal, Pierce & Company	Roseville, CA
2003-2005	Associate, Schultze, Boone & Silva	Sacramento, CA

SPECIALIZED EXPERIENCE

Family law forensic accounting consultant and expert. Experience in business valuation, apportionment of community and separate property, forensic tracings, identification of resources available for child and spousal support, calculation of child and spousal support, and estimation of marital standard of living.

TESTIMONY EXPERIENCE

Superior Court of California, County of Alameda
Superior Court of California, County of El Dorado
Superior Court of California, County of Nevada
Superior Court of California, County of Placer
Superior Court of California, County of Sacramento
Superior Court of California, County of Santa Clara
Superior Court of California, County of Solano
National Association of Securities Dealers Arbitration

PROFESSIONAL MEMBERSHIPS

Member of National Association of Certified Valuators and Analysts (NACVA)

Associate Member of Association of International Certified Professional Accountants (AICPA)

Member of AICPA Forensic and Valuation Services (FVS) Section

Associate Member of CalCPA Forensic Services Section

Associate Member of Family Law Section of the State Bar of California

HONORS

Selected to participate in 2018 CalCPA Forensic Expert Leadership Program

Named a 2014 40 Under Forty honoree for business valuation and financial forensics by the National Association of Certified Valuators and Analysts (NACVA) and the Consultants' Training Institute (CTI)

PRESENTATIONS

"Guideline Support Calculations Are More Than A Support Number" – Invited to speak to the Association of Certified Family Law Specialists (ACFLS) of Sacramento

"Demystifying Business Valuation" – Invited to speak at the American Association of Matrimonial Lawyers (AAML) Northern California Chapter's 46th Annual Symposium

"Guideline Support Inputs for Business Owners" – Invited to speak to the Association of Certified Family Law Specialists (ACFLS) of Sacramento

"Business Valuation, Goodwill, & How Risk Affects Value" – Invited to speak to the Association of Certified Family Law Specialists (ACFLS) of Sacramento

"The Basics and Beyond to Properly Utilize DissoMaster to Calculate Support" – Invited to speak to the Orange County Bar Association Family Law Section

"Real Property Apportionment" – Invited to speak to the Fresno, Placer, Riverside, and Sacramento County Bar Association Family Law Sections

"Business Valuation and Family Law" – Invited to speak to the Riverside County Bar Association Family Law Section

"How Does Tax Reform (TCJA) Impact Child and Spousal Support in 2018 and 2019" – Invited to speak to the Orange, Placer, and Sacramento County Bar Association Family Law Sections

"Business Valuation – Three Approaches to Value" – Invited to speak to the Solano County Family Law Committee

"Business Valuation in Family Law" – Developed and led roundtable discussion for family law attorneys

"Calculating Guideline Support – DissoMaster Inputs" – Invited to speak to the American Association of Matrimonial Lawyers (AAML) New Lawyers Group

"The Financial Expert: Issues and Controversies in Lost Profits and Damages and Business Valuation" – Invited to speak at the 2013 Granlibakken Conference presented by the Placer County Bar Association

Monthly speaker for Around the Valuation World in 60 Minutes presented by National Association of Certified Valuators and Analysts, September 2012 through June 2013

"Calculating Guideline Support – Examples" – Invited to speak to the Solano County Family Law Committee

"What Is Marital Standard of Living and Why Is It Important" – Invited to speak at the 2011 Granlibakken Conference presented by the Placer County Bar Association

"Business Valuation for Civil Litigation and Transactional Negotiating" – Invited to speak to the Placer County Bar Association

"Sacramento CFLS DissoMaster" – Invited to speak to the Association of Certified Family Law Specialists (ACFLS) of Sacramento

"Calculating Guideline Support – DissoMaster Inputs" – Invited to speak to the Placer County Bar Association Family Law Section

"Calculating Guideline Support" – Invited by the State Bar of California to develop and provide MCLE approved webinar training to family law attorneys

"Calculating Temporary Support Using Paystubs and DissoMaster" – Invited to speak to the Sacramento Family Law Young Lawyers Group

"Marital Standard of Living Roundtable" – Developed and led roundtable discussion for family law attorneys

"DissoMaster Inputs" – Invited to speak to the Nevada County Family Law Section

"Inputs for Support Calculations" – Invited to speak to the Sacramento County Family Law Section

"DissoMaster Inputs" – Invited to speak to the Sacramento Family Law Young Lawyers Group

"Recent Family Law Cases Related to Support and Business Valuation" – Developed and led roundtable discussion for family law attorneys

"What Family Law Professionals Need to Know About Changes in Child Support" – Invited to speak at the 2007 California Bench Bar Biannual Conference featured presentation for Judges and lawyers

"The Basics of Business Valuation and Goodwill in Family Law" – Invited to speak to the Nevada County Family Law Section

PUBLICATIONS

"Don't Throw the Baby Out with the Bath Water," OCBA Family Law Section Newsletter, Volume 2, Issue 3, March 2022

"Phantom Income Is Not a Figment of the Imagination," ACFLS Family Law Specialist, Winter 2018, No. 1

"California Family Law: A Tale of Two Markets," Family Law News, The State Bar of California, Issue 4, 2012, Volume 34, No.4

"Marital Standard of Living: Pie, Milk, Apples and Oranges," Family Law News, The State Bar of California, Issue 3, 2011, Volume 33, No.3

"Inquiring About Income and Assets: Keep It Simple and Don't Reinvent the Wheel," The Family Law Counselor, March 2009

"More Than Just a Support Amount…," The Family Law Counselor, October 2008

"Using Life Expectancy Tables in Economic Damage Calculations," The Value Examiner, May/June 2006