

Louis J. Pereira, MBA, CBA, ASA, CVA, CBI

Summary

Louis J. Pereira leverages decades of relevant work experience in business, including financial modelling and 12 years in corporate mergers and acquisitions to identify and assess value. He is one of the nation's foremost authorities on business valuations including earning the highest designations in the field. He is a teacher and a lifelong student on analyzing and presenting data in well-thought-out, logical ways, contributing to his impeccable track record of presenting and testifying to company valuations being reviewed by triers of fact. Lou is a founding principal of Merrimack Business Appraisers.

Professional Experience

Merrimack Business Appraisers, LLC., 2007 – Present. Principal in a business valuation firm specializing in business valuation services for privately-held business entities for ownership transitions, gift and estate tax, shareholder dispute resolution, divorce settlement, ESOP/409A, and other matters.

Herold-Lambert Group, Inc., 2003 – 2019. President of a merger and acquisition advisory firm. Consult with buyers and sellers of small and mid-sized companies to value, package, market, and sell the companies. Develop comprehensive business offering prospectuses including economic, market and financial analysis, and value justifications; completed over 120 business valuations of small and mid-size companies, LOIs, and Purchase & Sale Agreements across multiple industries; present, defend, and negotiate analysis and conclusions with principals, accountants, attorneys, and other stakeholders.

Hands On Technology, Inc., Vice President. Primary marketing and business development executive for a national software skills training company. Developed and implemented business plan and managed strategic alliances, and marketing channels to drive customer acquisition and revenue growth.

Ad Pepper Media International, Chief Operating Officer. Launched American division of international marketing services company. Developed and implemented the company's operating and financial plans for entry into the American Internet market. Managed company-wide analysis, planning, and implementation initiatives; developed acquisitions and alliances; built and managed a nationwide sales, marketing, and production force of 48 professionals across offices in New York, Los Angeles, San Francisco, and Miami. Managed \$10.2M operating budget; achieved 200% performance against objective. Key executive in executing an Initial Public Offering (IPO) which raised \$48 million. Member, Board of Directors, Ad Pepper Media USA.

Bell Atlantic Information Solutions Group, Director, International Business Development. Held key roles in building new division/holding company from \$0 to \$68M; investment monetized for 567% ROI. Managed project teams in identifying, negotiating, and closing startup ventures and acquisitions in Asia and Europe. Held leadership roles in over a dozen deals ranging from \$500K to over \$200M; handled all aspects of deals including: overall project management, target identification, partner engagement, financial modeling and analysis, valuation, due diligence, deal structuring, contract negotiations, financing, business plan preparation, executive team recruitment, launch, and integration. Member, Board of Directors, Shanghai Advertising Sales Company.

US Army and **Massachusetts Army National Guard**, Veteran

NH Real Estate Commission, Licensed Real Estate Agent

Commonwealth of Massachusetts, Division of Professional Licensure, Licensed Real Estate Agent

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Professional Designations

Certified Business Appraiser (CBA)

from the Institute of Business Appraisers (IBA); fewer than 12 in New England and less than 200 across the country have this designation.

Accredited Senior Appraiser (ASA)

from the American Society of Appraisers (ASA); profession's preeminent standard that requires 10,000 hours in business valuation and the only professional designation to comply with the USPAP.

Certified Valuation Analyst (CVA)

from the National Association of Certified Valuators and Analysts (NACVA)

Certified Business Intermediary (CBI)

from the International Business Brokers Association (IBBA)

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Education/ Academics

Master of Business Administration, Babson College, Wellesley, MA

Bachelor of Science, Business Administration, Summa Cum Laude,
Fitchburg State University, Fitchburg, MA

Adjunct Faculty Member, Franklin Pierce College, Salem, NH – Taught degree credited
Business courses in International Business and Market Research

Visiting Instructor, Graduate & Continuing Education, Fitchburg State University,
Fitchburg, MA – Teach MBA and undergraduate Business courses in Accounting
and Finance.

Adjunct Instructor, Continuing Education, Southern New Hampshire University,
Manchester, NH – Taught degree credited business courses in Finance

Faculty Member, American Institute of Certified Public Accountants, New York, NY.

Boards & Committees

Member and Past Board Member

Essex County Estate Planning Council
Peabody, MA

Board Member and Past President

Merrimack Valley Estate Planning Council
Andover, MA

Member

New Hampshire Estate Planning Council
Concord, NH

Board Member

Director and Chair of Education
Committee, New England Business
Brokers Association
North Attleboro, MA

Board of Governors and Member

Education Committee, International
Business Brokers Association

President, Member

Program Committee and Board of
Directors, Massachusetts State Chapter
of Certified Valuation Analysts

Past Chair, Education Board and

Past Member Advisory Board of
Governors, Institute of Business
Appraisers, Plantation, FL– Review
business valuation course materials
for CBA certification

Expert Testimony

Norfolk Probate and Family Court, Canton, MA, May 16, 2018

Essex Probate and Family Court, Salem, MA, August 19, 2016

Middlesex Probate and Family Court, Cambridge, MA, July 13, 2015

Essex County Superior Court, Lawrence, MA, April 23, 24, & 29, 2015

Private Arbitration, Salem, MA, April 9, 2015

Essex Probate and Family Court, Salem, MA, March 31, 2015

American Arbitration Association, Boston, MA, May 1, 2013

Middlesex Probate and Family Court, Cambridge, MA, March 13, 2012

Norfolk Probate and Family Court, Canton, MA, November 14, 2011

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