



Bill Long, CPA - Partner

Bill is a senior level financial executive with proven hands on management experience across a broad range of industries and functional areas. This includes traditional finance and accounting, human resources, information systems and risk management. He has been the CFO of several Tampa Bay area companies including a high-end West Florida home builder, a high growth retail organization, and a West Florida restaurant chain.

He has extensive experience with day-to-day financial issues and cash flow management. Bill has helped turn around companies in difficult financial positions and used the improved cash flow to significantly grow the companies using both organic growth and acquisitions.

With significant business valuation and merger and acquisition experience he has completed numerous acquisitions; some valued in excess of \$50 million.

Bill is currently focused on working in the Bankruptcy and Litigation Support arenas. On a recent engagement he worked with the Unsecured Creditor Committee in a Bankruptcy filing that needed assistance evaluating a stalking horse bid for the sale of assets and comparison to competing bids. Bill validated the debtor's summary of stalking horse bid and prepared an easy to understand analysis of all three bids with adjustments for difference to show net proceeds to the unsecured creditors. He identified the pros and cons of each bid and provided a range of values for the asset sale as if it was a standard commercial transaction. The resulting analysis composed in laymen's terminology, provided an easy to work with summary for the judge to manage the bidding process and resulted in a 700% increase in dollars to the unsecured creditors.

Bill holds a BSBA in Finance from the University of Central Florida and a Masters of Accountancy from Florida State University. He is a member of the American Institute of Certified Public Accountants (AICPA) and in their Forensic & Valuation Services Practice Group and the Florida Institute of Certified Public Accountants (FICPA). Bill is also a licensed Florida Circuit Civil Mediator.