

TAYLOR ROSANOVA, CFA, ASA

PRINCIPAL ► ADVISORY SERVICES

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Taylor Rosanova is a principal in the Advisory Services Group of Marcum's Philadelphia office. Mr. Rosanova is a valuation professional with nine years of experience in the appraisal of business enterprises, ownership interests, intangible assets and various equity and liability securities. He has worked for both private and public clients across a variety of industries. His experience includes valuations for financial reporting purposes including, but not limited to, purchase price allocations, impairment testing, equity compensation, and fair value measurements which include the analysis of complex financial instruments. In addition to financial reporting, Mr. Rosanova has also performed numerous valuations for mergers and acquisitions, litigation support, strategic planning, and tax reporting. He has participated in appraisals involving worldwide business enterprises ranging in value from less than \$10 million to greater than \$2.5 billion.

Mr. Rosanova has obtained his CFA Charter from the CFA Institute and is a graduate of Pennsylvania State University with a Bachelor of Science degree in Finance. Prior to joining Marcum, Mr. Rosanova held a similar position at a large national accounting firm. In a previous role at a large healthcare company, he focused on data aggregation and analysis in assisting the financial reporting team.

Articles, Seminars & Presentations

What You Should Know About Cannabis Valuations, Valuation Panelist, January 2021
Florida Cannabis Conference, Valuation, Taxation and Accounting Issues for Cannabis Companies, with Martin Martinez and Nicholas Parseghian, December 2020
Marcum's National Advisory Conference, Introduction to Monte Carlo Simulations, with Jessica Iffert, December 2020
Marcum Webinar, Alternative Investment Valuation Considerations in a Pandemic Economy, Valuation Panelist, November 2020
American Society of Appraisers International Conference, The Good, Bad, and Ugly Truths About Valuing Convertible Debt, with Anthony Banks, November 2020
Business Valuation Update: The Valuation of Convertible Notes Using a Binomial Model, *Business Valuation Resources*, with Anthony R. Banks, October 2020
Estate Planning During COVID-19: Change Brings Opportunity, *The Legal Intelligencer*, with Jessica Iffert, September 2020
Impairment in the Age of COVID-19, *Marcum LLP Insights*, with Jessica Iffert, August 2020
The Pandemic's Effect on Private Equity Transactions and Valuations, *Marcum LLP Insights*, with Daniel Roche, August 2020
COVID-19's Effect on the Valuation of Private Equity Portfolio Investments, *Marcum LLP Insights*, with Daniel Roche, April 2020
Lunch and Learn, Business Valuations: The Basics, with Edward Waddington, January 2020
Libations and Legal Education, Valuation Considerations when Valuing Privately Held Companies, with Edward Waddington, January 2020
National Association of Certified Valuators and Analysts - New Jersey Conference, Valuing Cannabis Companies, with Nicholas Parseghian, November 2019
Marcum's National Advisory Conference, Valuing Cannabis Companies, with Nicholas Parseghian, October 2019

PRACTICE FOCUS

- Business Valuation
- Intangible Asset Valuation
- Complex Securities Valuation
- Ownership Interests Valuation
- Litigation Support Services

INDUSTRY FOCUS

- Accounting Firms
- High Net Worth Individuals
- Business Owners
- Law Firms

EDUCATION

- Bachelor of Science, Finance
Pennsylvania State University

ACCREDITATIONS & DESIGNATIONS

- CFA Charterholder
- Accredited Senior Appraiser (ASA)

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SENIOR MANAGER ► ADVISORY SERVICES



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Articles & Presentations

"Valuation Discussion and Tax Implications of 'Kress v. United States'" *The Legal Intelligencer*, with Gloria Vasconcellos, August 2019
Pennsylvania Institute of CPAs Annual Forensic and Valuation Conference Tax Cuts and Jobs Act - Impact on Business Valuations,
with Edward Waddington, November 2018
Using Transaction Database, Marcum 2018 Valuation and Litigation Support CPE Conference, New Haven, CT, October 2018
Financial Damage Measurement: A Refresher, *The Legal Intelligencer*, with Edward Waddington, October 2018
Association for Corporate Growth University Valuation Panelist, February 2018
"Fair Value in Pennsylvania Shareholders Actions", *Marcum LLP Forensic Files*, with Edward Waddington, August 2016

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