



JONATHAN W. WHITEHEAD, ASA
Managing Director

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PRACTICE AREAS

- Financial Reporting
- Tax Planning & Compliance
- Intellectual Property/Intangible Assets
- ESOP & ERISA Advisory Services
- Transaction Opinions

INDUSTRY SPECIALIZATION

- Business Services
- Transportation & Logistics
- Software & Technology
- Consumer & Industrial Products
- Forest Products

PROFESSIONAL ASSOCIATIONS

- American Society of Appraisers
- The ESOP Association

EDUCATION & CERTIFICATIONS

- B.S. in Business Administration – Finance, College of Charleston
- Accredited Senior Appraiser (ASA), American Society of Appraisers

PROFESSIONAL EXPERIENCE AND BACKGROUND

Jonathan is a Managing Director at HDH Advisors with over 15 years of experience in providing valuation and financial advisory services to clients across various industries. He has advised companies, investors, boards of directors, and trustees on valuations, fairness and solvency opinions, and other transaction-related matters.

As co-leader of the Firm's financial reporting valuation practice, Jonathan is an expert in fair value measurements under US GAAP and IFRS. He assists public and private clients with their financial reporting valuation needs, which relate to purchase price allocations, intangible assets, impairment testing, stock-based compensation, illiquid financial assets, and hedge effectiveness testing. He has significant experience in valuing complex securities such as options, warrants, profits interests, preferred and common stock, convertible notes, debt and related derivatives, and contingent consideration. He also regularly assists clients with incremental borrowing rate analyses pursuant to lease accounting standards.

Jonathan also focuses on providing valuation and advisory services to Employee Stock Ownership Plans (ESOPs) and their trustees. This includes performing analyses related to ESOP formation and transactions, fairness opinions, and annual employer security valuation updates. He is also an active member of The ESOP Association.

Prior to joining HDH Advisors, Jonathan worked in the Economic and Valuation Services group of KPMG, where he provided valuation services to multinational public companies, as well as large private companies. He co-authored a whitepaper on the valuation of pass-through entities for KPMG's Valuation Services Technical Committee.

Jonathan has been designated by the American Society of Appraisers as an Accredited Senior Appraiser (ASA) in business valuations, and he holds a B.S. in Business Administration with a concentration in Finance from the College of Charleston.