



Crumling & Hoffmaster

Business Valuation and Financial Forensics

ADRIANN H. REED, CPA, CFE, CVA

Curriculum Vitae

EMPLOYMENT: Crumling Consulting, LLC dba Crumling & Hoffmaster
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PROFESSIONAL DESIGNATIONS / AFFILIATIONS:

- ◆ *Certified Public Accountant (CPA) (Pennsylvania, 2010)*
- ◆ *Certified in Fraud Examination (CFE) by the Association of Certified Fraud Examiners (2011)*
- ◆ *Certified Valuation Analyst (CVA), by the National Association of Certified Valuators and Analysts (NACVA) (2012)*

EDUCATION / TRAINING:

- ◆ Bloomsburg University, Bachelor of Science Degree with a concentration in fraud examination
- ◆ American Institute of Certified Public Accountants (AICPA)
 - ◇ National Forensic Accounting Conference
- ◆ Pennsylvania Institute of Certified Public Accountants (PICPA)
 - ◇ Divorce Conference
 - ◇ Forensic and Litigation Services Conference
- ◆ National Association of Certified Valuators and Analysts (NACVA)
 - ◇ Business Valuation Certification and Training
 - ◇ Annual Business Valuation Conference
 - ◇ Current Update in Valuations

PROFESSIONAL AND CIVIC ACTIVITIES:

- American Institute of Certified Public Accountants – Member
- Pennsylvania Institute of Certified Public Accountants (PICPA) – Member
- National Association of Certified Valuators and Analysts (NACVA) – Member
- Association of Certified Fraud Examiners (ACFE) - Member
- Chair of BSSF Emerging Professionals (2012-2014)
- Leadership Harrisburg Area (LHA), Class of 2015
- Cumberland Area Economic Development Corporation – Past Treasurer and Board Member (2017-2020)
- Girls on the Run, Capital Area – Past Treasurer (2018 to 2021) and current Board Member
- Collaborative Professionals of Central Pennsylvania (CPCP) – Member and Treasurer
- International Academy of Collaborative Professionals and Collaborative Professionals of Central Pennsylvania (IACP) – Member



EXPERIENCE:

- Provide forensic accounting, litigation support consulting and expert witness testimony services for a wide variety of purposes such as fraud investigations, marital dissolutions, economic damages and shareholder disputes
- Led asset misappropriation investigations for civil and criminal cases
- Develop and execute forensic procedures, financial research and analytics relating to fraud and valuation projects
- Review client internal controls and provide recommendations for improvement
- Gather financial data, build financial models and perform financial analyses
- Proficient using data analysis and extraction software
- Assist with determining cash flow available for support
- Perform business valuation services for various purposes such as marital dissolution, gift and estate tax planning, and business and succession planning
- Consult regarding tax matters as they relate to marital dissolution
- Income calculations for child and spousal support matters
- Consult in business and tax matters including loan negotiations, tax structuring, buy-sell agreements, estate taxation etc.
- Certified as a collaborative professional to practice as a financial neutral

PRIOR EMPLOYMENT:

- Brown Schultz Sheridan & Fritz (July 2007 to December 2020). Senior Manager in business valuations and forensic accounting matters.

PRESENTATIONS:

- Tax Considerations for the Family Lawyer – Dauphin County Bar Association (2019)
- COVID-19 – Economic Relief and Its Impact on Income Available for Support and Business Valuations (2021)

HONORS:

- Central Penn Business Journal's 2017 40 Under 40 Award Recipient
- Whitaker Center's 2019 Women in Stem Advocate Award

