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The BERO Group

Ronald A. Bero, Jr. , CPA/ABV, CFF **Senior Director**



Ron Bero is a Senior Director of The BERO Group. He is the Chair of our Valuation practice and Co-Chair of our Commercial Litigation practice. Ron is a Certified Public Accountant (CPA), accredited in business valuation (ABV) and Certified in Financial Forensics (CFF). Ron received his BBA in Accounting / International Business from the University of Wisconsin-Madison in 1986.

Ron works with attorneys, government agencies and businesses. He provides accounting and financial consulting services primarily in the form of expert testimony pertaining to economic damage and valuation issues in a wide range of civil litigation matters. Ron's experience with The BERO Group spans more than 15 years and he has testified as an expert more than 50 times in trials, depositions, arbitrations and other hearings in both state and federal courts.

Ron's forensic accounting and damage quantification experience includes solvency opinions, automotive dealership disputes, breach of contract matters, failure to deliver technology, fiduciary breaches, erroneous business valuation, personal injury, music copyright valuation and other similar matters. Ron has served as an expert in commercial litigation matters concerning a wide range of industries including: automotive, retail, toys, trucking, waste, energy, securities, medical devices, insurance, banking and manufacturing, among others.

Prior to joining the firm, Ron held Chief Financial Officer, Vice President of Operations and Information Technology, Auditor and other senior-level positions in the U.S., Canada and Eastern Europe. Ron has been involved in numerous industries as diverse as food service distribution, heavy manufacturing, forest products, mining, pulp and paper, construction, retail and waste management.

He has performed financial, fraud, operational and other forensic investigations in more than 100 companies on a global level from tiny Alaska Native Corporations to Fortune 500 companies. He has integrated the operations and systems in more than 40 acquisitions, performed due diligence globally and facilitated numerous company restructurings and turnarounds.

Ron has given presentations on topics including damages, business valuations, accounting theory and the prevention and detection of fraud.

Ron has been active in community affairs and in numerous professional organizations, including:

- American Institute of Certified Public Accountants
- Association of Certified Fraud Examiners
- FBI Milwaukee Citizens Academy Alumni Association
- National Association of Certified Valuation Analysts
- Wisconsin Institute of Certified Public Accountants