Jonathan J. Tang, ASA, BV/IA
Member since 2013
Accredited Senior Appraiser designation 2018
BV/Intangible Asset designation 2019

New York City Chapter-President (2018-2019)
New York City Chapter-Secretary (2017-2018)

Presented and participated in various panel discussions at ASA local and national conferences.

I am currently a Managing Director at Empire Valuation Consultants, LLC in New York, NY

Chartered Financial Analyst (CFA)

MBA-NYU Stern School of Business
MS (Electronics and Telecom Engineering)-Georgia Institute of Technology
BA (Electrical and Computer Engineering)-St. Cloud State University

Campaign Statement

Over the last few years, ASA has made great strides and achieved great results in the business valuation discipline, from development and roll out of the CEIV program to a renewed focus on delivering training via regional conferences and webinars. However, there are still many challenges to overcome, including shrinking membership, lack of participation from younger professionals, and the need to improve communication.

During my tenure as a board member and later President of the New York City chapter, I focused on three main projects. First, I revamped a forty year old board structure to assign specific roles to each officer and gave each the freedom to execute his/her responsibilities. This change greatly improved the board’s efficiency, responsiveness, and accountability, and allowed the chapter to respond quickly to unforeseen issues. The year I served as President, this new structure was formally adopted and will continue to be used for future chapter boards.

Second, as chapter President, I placed a greater emphasis on attracting younger valuation professionals to attend meetings and be involved in the chapter. For our monthly meetings, I assembled a team of young professionals to present more relevant and up-to-date topics that are of interest to other young professionals. In addition, the chapter successfully launched our semi-annual Rising Stars events and the annual end-of-year rooftop party. I, along with two other officers, personally reached out to hundreds of young professionals to urge them to attend, network, and have fun. We were able to share our experience with other chapters and help them launch their own Rising Stars events. Rising Stars continue to be our best attended chapter events, and we are working with other young professional organizations such as NYSSCPA’s NextGen Committee and CFA’s Young Leaders Group to facilitate better networking opportunities.
Lastly, I focused on providing timely, accurate, and relevant communication to our members. During my first year on the board, I served as Secretary and was responsible for all of the chapter's communications to members. In this role, and later as President, I spearheaded several initiatives to create additional channels to better facilitate communication, such as a separate opt-in email group, LinkedIn page, etc. As evidenced by the well-intentioned but ultimately not well-executed roll out of the BV Forum, creating these new channels require thorough planning, testing, and execution to ensure success.

I believe I can apply the lessons I learned at the local level to the Business Valuation Committee and help us all to overcome existing obstacles, grow ASA’s influence, and improve our profession. I ask for your vote for the position of Member-at-Large for the BV Committee.