

Susana Furquim Xavier Couto, ASA
Election Biography

Susana Furquim Xavier Couto – ASA and MRICS

Professional experience of 25 years in businesses and contracts/derivatives valuation.

First course attended (BV201) in 2005.

Member since 2012.

Accredited Senior Appraiser designation in 2016.

International Virtual Chapter – IVC – Chapter Director (2016-2018).

International Virtual Chapter – IVC – Secretary Treasurer (2021-2023).

International Virtual Chapter – IVC – Chapter Vice President (2023-2024).

I am the founder and the lead partner of Wulaia Consultoria, located in Brazil.

Graduated in Chemical Engineer at Federal University of Rio de Janeiro/Brazil.

Master of Sciences – M.Sc. at Pontific Catholic University of Rio de Janeiro/Brazil.

Why do you feel you are qualified for this position? Include information on past volunteer positions with ASA and other organizations.

I am prepared to serve the Accredited Senior Appraiser – ASA Board of Directors after serving, for several years, at International Virtual Chapter – IVC as Director, Secretary and Vice President.

Over the years, I attended several courses, webinars, conferences, and meetings of ASA (including the BV Committee as a guest).

My experience in acting on boards includes Member of the Fiscal Council of Taesa S.A. from August 2017 to April 2018 (a Brazilian listed company with market cap of US\$2.5 billion) as well as Member of the Executive Committee (with responsibilities similar to the ASA Board of Directors) and Coordinator of the Mining Committee of the British Chamber of Commerce and Industry in Brazil – Britcham from 2008 to 2016.

What contributions have you provided ASA as a member or to a comparable organization(s)?

I have been working at IVC to increase the visibility of ASA to other countries, and I have always been actively participating in IVC activities.

I have contributed to ASA by encouraging other appraisal professionals to join and obtain the designation and I have nominated younger professionals for the Rising Star awards.

For several years I attended the International Conference (including bidding on the silent auction). Additionally, I have always participated in ASA courses, conferences, and webinars.

My contribution to the British Chamber of Commerce and Industry in Brazil – Britcham helped to increase the number of events held and to increase the number of participants per event. In addition, I

also contributed to the compliance with the statute, regulations, and bylaws, and, whenever necessary, adjusted them to face new challenges that have occurred.

What do you wish for ASA's members?

I wish that ASA members could increasingly be identified as qualified and well-prepared professionals, as well as trustworthy.

I wish that the members become exponents of the profession and recognized for their integrity and seriousness, and that all this recognition translates into good job/work opportunities.

I also want members to feel effectively represented and supported by ASA in their professional journey.

What do you wish for ASA in the profession?

My main goal is for ASA being a leading organization in the valuation market and recognized for its excellence, and that ASA designation be recognized as valuable and desirable in the profession, not only in the US, but globally. I mean, ASA as a Think Tank on valuation topics.

Thus, ASA should be the main spokesperson of the profession to the main stakeholders (regulators, legislators, clients who contract evaluation, users of evaluation work, press, academia and others). In other words, ASA may advocate for the valuation subjects.

It is very important that ASA can contribute in a relevant way to the training of new generations of valuation professionals and ensure that the knowledge acquired is transferred and improved.

It is also important that ASA is forward-looking to assist its members in understanding and adopting new technologies and methodological advances, and in facing new challenges. (looking to the future without forgetting about the past).

Finally, by having this leadership, I wish ASA can contribute to the improvement of the skills of its members in order to bring recognition and prosperity.

Why should members vote for you?

Based on my trajectory as a member of committees and boards of relevant organizations, on my history of relationship with ASA and its members, and on my interest in continuing the development of the profession, I ask for your vote.