

**Rebecca S. Nelson, ASA**  
**Election Biography**

Member since 2003

Accredited Senior Appraiser designation 2004

Business Valuation Discipline Committee - Member At-Large (2021 - present)

I am currently a Managing Director at Kroll, LLC, located in Chicago, IL

I am the City Leader for Kroll's Chicago Office and lead Kroll's Insurance Services Industry vertical.

Chartered Financial Analyst (CFA)

BA - University of Illinois - Urbana/Champaign

MBA - University of Chicago - Booth School of Business

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

Over the past 2 decades, I have had the privilege of working with a variety of clients and colleagues and have learned much from each of them. Every valuation is unique, but the common thread is our ability as professionals to provide quality appraisals and analytics in an objective and professional manner. I love executing client engagements, but I wear many other hats. I help develop content for and instruct at our new hire training program. I am the City Leader for our Chicago office and it's my responsibility to create an inclusive working environment where our employees can thrive and work at their best potential. I helped create a global resource planning tool used to manage our most valuable asset: our people. Someone once told me I had too many occupational hobbies, but I thrive when I participate in initiatives aimed at fostering continual technical, professional, and personal growth. Over the past 2 years as a member-at-large for the BV Discipline Committee, I have assisted with finding speakers for the ASA Webinar Series, planning the ASA International Conference, working to reinstitute a BV Challenge Cup for undergraduates, and assisting with the overall though processes behind promoting the ASA designation and generating new membership. I would be honored to continue to serve as a BV member at large for the ASA to help continue to enhance and promote the ASA and the profession we have chosen.

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

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**What do you wish for ASA's members?**

The work environment has changed quite a bit over the past few years. Although we have come out of the pandemic with a "new normal", this new normal is going to continue to evolve, especially with regards to AI. I wish for ASA's members that our organization can be a resource that helps to provide a

community of support, knowledge, and growth. I wish that our members will be great resources for each other, while we continue to set and shape new normal and standards for our profession.

**What do you wish for ASA in the profession?**

I wish for the ASA profession to remain a strong force within the appraisal community that stands for the highest levels of technical, ethical, and professional standards. I want to see our organization continue to be a place that fosters thought leadership, promoting our members to strive to continually improve our collective knowledge. We need to continue to create an environment where our members can learn to be nimble and adapt our analytics and work product to be at the leading edge when it come to the changing economic, industry, and regulatory environment.

**Why should members vote for you?**

I've spent my entire career doing valuation. Over this time, I've seen numerous economic booms and downturns; changing tax laws, regulations, and accounting standards; and ever-evolving industry and market dynamics. Within my firm, I'm continually working with my colleagues to refine and adapt our valuation methods and models to ensure we are considering all aspects of the environment commensurate with our valuation dates so that we can truly say we are "leading edge" valuation professionals. I have leadership roles within my organization which have allowed me to strengthen my ability to understand and empathize with those around me who may have different backgrounds, perspectives, opinions, and approaches to doing things. Listening to those around me, processing what's being said, and conversing in way that makes people feel heard is one of my strengths, which I'm very proud of. I feel the combination of my long history working in this profession, my technical skills and industry knowledge, and my managerial skills make me a strong candidate for this position.