

Rebecca Nelson, ASA
Election Biography

Rebecca S. Nelson, ASA

Member since 2003

Accredited Senior Appraiser designation 2004

BV Discipline Committee - Member At-Large (2021-current date)

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

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.

I am currently in my second term as a Member-At-Large of the BV Discipline Committee. As part of this committee, I've assisted in the following volunteer roles: planning, organization, and execution of the ASA International Conferences; finding content and speakers for the ASA Webinar Series; assisted with the reinstitution and planning of the BV Challenge Cup; participated in a membership committee to spark ideas on how to drive future membership; and continually assisting with other ad-hoc needs. The understanding I have gained around the inner-workings of the ASA and the challenges we face in promoting and protecting the standards of valuation and of our industry discipline have been invaluable. I believe I'm qualified for the position of Secretary of the Business Valuation Committee as I can take the knowledge I've gained over the past 4 years and continue to work hard to further advance and promote the ideals of the ASA, which is to foster the public trust of our members and the appraisal profession through compliance with the highest levels of ethical and professional standards.

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

In addition to contributions to the ASA referenced in question 1, I wear many hats at Kroll. My primary responsibility is to generate revenue and execute engagements, but I believe being involved in other areas of the firm is equally important to our firm's overall success. I run Kroll's Insurance Industry vertical, I am the City Leader for Chicago and lead our Valuation Advisory Services practice in Chicago, and I am in an advisory role in our Financial Advisory Business Unit focusing on the "Employee Experience". Performing in these roles has recently included: development of content for and instruction at our various training programs; fostering an inclusive working environment for our in-office and remote workers where our employees can thrive and work at their best potential; creation of a global resource planning tool; and development of technical and marketing content for use in our Insurance Industry platform. I was told once that I had too many occupational hobbies, but I thrive when

participating in initiatives aimed at fostering continual technical, professional, and personal growth. As such, I feel that I will be a benefit to the ASA in the Secretary role.

What do you wish for ASA's members?

The work environment changed dramatically due to the pandemic resulting in a “new normal”; however, things have been anything but normal. As valuation professionals, we have had to continue to evolve given the volatile economic and political landscapes of the past couple of years and the emergence of AI. Accordingly, our profession needs to continue to evolve and adapt in this “VUCA” (volatility, uncertainty, complexity, and ambiguity) world. I wish for ASA's members that our organization can be a resource that helps to provide a community of support, knowledge, and growth to assist in navigating through these VUCA times. I hope that our members will be great resources for each other, while we continue to set and shape new norms and standards for our profession.

What do you wish for ASA in the profession?

I wish for the ASA profession to remain a formidable 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 products to be at the leading edge when it comes 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, market, and political dynamics. Within my firm, I am continually collaborating 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 honestly say we are “leading edge” valuation professionals. I have leadership roles within my organization that have allowed me to strengthen my ability to understand and empathize with those around me who may have diverse backgrounds, perspectives, opinions, and approaches to doing things. Listening to those around me, processing what is being said, and conversing in a way that makes people feel heard is one of my strengths, which I am proud of. I feel the combination of my long history working in this profession, my technical skills and industry knowledge, my managerial skills, and my experience as a Member-At-Large of the BV Discipline make me a strong candidate for the position of Secretary.