



## **Jonathan J. Tang, ASA**

### **Election Biography**

Jonathan J. Tang, ASA BV/IA

ASA member since 2013

Accredited Senior Appraiser designation 2018

BV-Intangible Asset sub-designation 2019

ASA BV Committee - Member-at-Large (2020 – present)

ASA BVC Marketing and Strategic Planning Subcommittee – Member (2022 – 2025)

ASA Investment Committee – Member (2023 – present)

ASA Winter Fair Value Conference Co-chair (2025 - present)

The Appraiser Foundation's Business Valuation Resource Panel – Panelist (2024 – present)

BV Review Taskforce – Member (2023)

ASA BV Webinar Coordinator (2021 – 2022)

ASA International Conference Planning Committee - Member (2021)

New York City Chapter - President (2018-2019) & Board Member (2017 - 2020)

I am a Senior Managing Director and practice leader for Complex Securities at Empire Valuation Consultants, LLC in New York, NY.

CFA charterholder since 2010

BS – St. Cloud State University

MS – Georgia Institute of Technology

MBA – New York University

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

My involvement with ASA spans more than a decade and reflects a sustained commitment to advancing the organization. I currently serve on both the BVC and the Investment Committee, where I support BV practitioners and help safeguard ASA's finances.

Previously, I served as ASA's Webinar Coordinator and most recently as Co-Chair of the Winter Fair Value Conference. In these roles, I focused on expanding educational programming and increasing member engagement.



***Providing Value Worldwide***

At the chapter level, I have served as both a Board Member and President of the New York City Chapter. Through these positions, I worked to strengthen local programming, increase participation, and foster connections among valuation professionals.

I believe my experience at both the local and national levels provides me with a well-rounded understanding of member needs and organizational priorities. This perspective is essential for the role of BV Governor, and I look forward to serving our members in this capacity.

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

While my contributions to ASA are detailed above, I would like to highlight some of my contributions to the profession outside of the organization.

I have frequently participated in technical discussions and provided feedback on proposed rules, industry guidance, and white papers to help advance the profession. Additionally, I have shared my expertise through various webinars and presentations with ASA, BV Resources, and other professional organizations.

Lastly, I currently serve as the Vice Chair of The Appraisal Foundation's Business Valuation Resource Panel (BVRP), where I assist in producing and reviewing various briefs and advisories, as well as promoting the profession with outside groups such as attorneys, accountants, and business leaders.

**Give an example of a time you helped a group make a difficult strategic decision. How did you contribute to the discussion and to reaching a decision?**

When I was first elected to the New York City chapter as Secretary, the board consisted of a President, four Vice Presidents, a Secretary, and a Treasurer. At that time, the roles of the Vice Presidents were poorly defined, leaving the majority of responsibilities to the President and the Secretary. This longstanding setup was inefficient and lacked necessary oversight.

During my term, several incidents, including a phishing attack, highlighted the urgent need for reorganization. In response, I collaborated with the outgoing President to propose a new system that assigned specific functions to each Vice President - recruitment, events,



marketing, and finance. We also implemented a requirement for multiple officers to consent to major decisions to enhance security and consistency.

I was subsequently encouraged to run for President to implement and enforce these changes. As a result of these reforms, the chapter has become more collaborative, efficient, and engaging.

**Looking ahead three to five years, what do you see as the most important issues this board should be focused on?**

There are several critical issues the board should focus on, including guiding the profession through the AI revolution and providing more meaningful educational content. However, the most pressing challenge is attracting and retaining younger professionals and encouraging them to become active participants.

Our aging membership poses an existential threat to the organization. While the business valuation profession has grown significantly both domestically and internationally over the last few decades, our membership remains stagnant. Large segments of the BV professional community are currently underserved by ASA; many have joined rival organizations, while others have determined that our offerings do not justify the time and effort required for membership and accreditation.

As an organization, we must determine how to attract these potential members and build robust programming and support for our entire membership.

**Why should members vote for you?**

Members should vote for me as BV Governor because I am deeply committed to making a meaningful difference for our fellow business valuation professionals.

Currently, BV professionals are underrepresented at ASA, which has left some of our primary concerns unaddressed. If elected, I will work closely with the Business Valuation



Committee and listen to your feedback to ensure your concerns are translated into actionable priorities.