



Theresa A. Zeidler, ASA

Election Biography

Member since 2008

Accredited Senior Appraiser designation, 2015

ASA Board of Governors – Regional Governor (2021–2025)

ASA Investment Committee – Member (2018–2024)

Wisconsin Chapter – President, Vice President, Secretary (2014–2016)

Practice Director – US & UK Valuations, KNAV Advisory (Atlanta, GA)

Theresa is a valuation practice leader with extensive experience across US and international markets, specializing in complex valuation and financial reporting matters. She works directly with companies, auditors, and advisors on high-impact engagements requiring technical rigor and sound judgment.

She brings a proven record of governance, financial oversight, and strategic leadership within ASA, combined with active leadership in a rapidly evolving profession. Her experience positions her to contribute effectively at the executive committee level.

Based in Milwaukee, WI, USA and London, UK

BA, Economics – University of Wisconsin–Milwaukee

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

I bring a combination of governance experience, financial oversight, and active leadership in the valuation profession. I previously served on the ASA Board of Governors as a Regional Governor and on the ASA Investment Committee, where I was directly involved in strategic and financial decision-making. Earlier in my ASA tenure, I held leadership roles within the Wisconsin Chapter, including President, Vice President, and Secretary.



Professionally, I lead a cross-border valuation practice, advising companies, auditors, and advisors on complex financial reporting and valuation matters. This work requires sound judgment, disciplined decision-making, and the ability to operate effectively in evolving environments.

This combination of prior ASA leadership and active practice positions me to contribute immediately and effectively as Secretary-Treasurer in a period requiring both discipline and decisive leadership.

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

I have contributed to ASA through sustained leadership and active engagement at both the chapter and governance levels. I previously served on the ASA Board of Governors and the Investment Committee, supporting oversight of financial resources and contributing to strategic direction. Earlier in my ASA involvement, I held leadership roles within the Wisconsin Chapter, including President, Vice President, and Secretary, where I supported member engagement and chapter operations.

Beyond formal roles, I actively contribute to the profession through thought leadership, technical insight, and collaboration with valuation professionals, auditors, and advisors. My work focuses on bridging technical standards with practical application, particularly in complex and evolving areas of valuation.

My contributions reflect a consistent focus on strengthening ASA as both a professional standard and a community, ensuring that technical excellence is supported by practical relevance for members.

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?

In my professional work, I have led discussions where decisions carried significant implications not only for outcomes, but for the people behind them. In one instance,



management and auditors held strongly differing views on key valuation assumptions that would materially impact reported results and stakeholder perception.

There was a high level of pressure and uncertainty, with stakeholders concerned about both outcomes and the implications for their roles and credibility, as the outcome would directly affect how the business was viewed externally. I focused on creating a structured, objective dialogue grounded in data and accepted methodologies, while ensuring each perspective was fully heard and respected.

Equally important, I worked to reframe the discussion around shared objectives and long-term defensibility, helping the group move beyond positions toward alignment.

The result was a well-supported decision that balanced technical rigor with practical realities, while giving stakeholders confidence in the process.

That approach reflects how I lead: bringing clarity, stability, and a focus on people when decisions matter most.

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

The valuation profession is entering a period of rapid, accelerating, and at times uncertain change driven by AI, increasing complexity, and evolving market expectations. For many professionals, these shifts raise fundamental questions about how their work will change and how to remain relevant in an environment that is not yet fully understood.

The Board's role over the next three to five years will be to provide clarity, stability, and practical support during this transition. This includes investing in education, guidance, and tools that help members adapt with confidence, rather than uncertainty. Strong financial stewardship will be critical to sustaining these efforts.

At its core, ASA is an organization of people. Ensuring members feel supported, informed, and prepared to navigate change will be essential to the profession's future. The Board must lead proactively, not reactively, in guiding members through this transition.



Why should members vote for you?

ASA's greatest strength is its people. The expertise, judgment, and experience of its members define both the organization and the profession. Today, that strength is being tested by rapid, accelerating change driven by AI, advancing technology, and evolving market expectations.

In this environment, the Board's responsibility is clear: to support the people who make up the membership. This means ensuring members feel valued, supported, and confident in their ability to adapt and succeed. It requires aligning ASA's priorities, resources, and financial stewardship with what members need most, including practical guidance, relevant education, and tools that help navigate change.

I will bring a clear focus on aligning ASA's resources and leadership with the needs of its members, ensuring they are supported, confident, and well-positioned for the future.