# Jia Wu, ASA

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*10+ years in finance. 8+ years valuation: financial reporting, tax, shareholder/ litigation valuations & 2+years: FP&A, strategy; investor relations. Advanced excel modeling with large data sets. Maintained responsibility for due diligence, modeling, analysis & reports for ASC 805/820, ASC 350/360 & ASC 718. Applied to privately held, closely held & publicly traded companies within: healthcare, sensor/high technologies, pharmaceutical/life sciences, automotive, engineering, aerospace, consumer industrial, HVAC, laundromats, retail/brand, manufacturing/distribution, energy/alternative energy, traffic engineering, media/technology/software, restaurants, real estate, entertainment, cannabis, education & telecommunications*

## SUMMARY

Analysis & decision making, commercial awareness, creativity, customer focus, influence and communication, leadership and team working, planning and organizing, self-management;

Curious & adept at grasping complex concepts. Works well under pressure with attention to detail;

Experienced with audit, tax, accounting, HR, PE firms, management

## SKILLS

Advanced user of Capital IQ, VBA/Microsoft (Excel, Word, PPT) Adobe Suite (InDesign, Illustrator, Photoshop, Acrobat Pro), Anaplan & Tableau;

Leadership, interpersonal communication, presentations (verbal & written), team building & resource allocation

## EDUCATION/ HONORS

ASA designation in progress (pending report submittal only)
Admin Manager & BV Chair
Northern California ASA

**Cal Poly Pomona**
BS in Finance, Real Estate & Law, Finance Major, Economics Minor (with 3 Calculus courses) Cum Laude

**Honors**
Recognized as 1 of 3 outstanding students in Business Dean's graduation speech, President's Council Scholar, Tournament of Roses Parade Scholar, and Tomkoria Family Scholar, Rose Float Club Rookie of the Year.

**CFA IRC, 1st place team**

# Professional Experience

## Telecommunications Valuations

**Valuation Consultant | JSI, LLC (Telecommunications Consultancy) | Remote — Mar '24-Present**

Built 10-year models, 3-statement financials, valuation for ESOP, Goodwill Impairment, Gift/Estate Tax & Purchase Price Allocation. Prepared teaser for sale to potential buyers; tracked transactions for deal sourcing, sell side deals; prepared financial projections for management

- Built; delivered 10-year financial model, included debt repayment schedules, outlay of CAPEX; USAC funding variables. Applied model for ESOP valuation. Assessed & managed risks: liquidity, company, industry, market and its impact on FV, per share price to shareholders.
- Prepared multiple 3-statement models (P&L, BS, and Statement of Cash Flows) for critical infrastructure grants. Ran 5-year debt tests (leverage ratio, debt service coverage, time interest earned and current ratio). Navigated cost studies; fields that drove financial metrics/KPIs

## Start-up FP&A/ Project Finance

**Financial Analyst | KCS Homes, LLC dba Built-NV (Start-up Real Estate) | Reno, NV — Apr '23-Nov '23**

Owned & managed FP&A budgeting, financial models, forecasts. Valuation of & analysis of 3 statement-model, variance budget to actuals analysis, CEO metrics. Reviewed investment opportunities & collaborated with operating businesses to gather info for financial analysis

- Determined capital calls & economics derived from market research for investment theses. Presented proforma, debt, IRR, NPV, cost/benefit analysis, cashflow & margins impact
- Prepared DCF, financial valuation & analysis for 3 ventures. Generated sensitivity analysis for land deal negotiation. Ran pivot table to dissect large data set that resolved accounting misses.

## Financial Reporting & Valuations

**Valuation Manager | Marshall & Stevens Inc. | Los Angeles, CA | Remote — Oct '21-Nov '22**

Trained 5 associates on business valuation, financial modeling & best practices for analysis

- Completed valuation for portfolio of funds, personal goodwill, shareholder disputes, fairness opinion (calculation of debt ratios) for level 2/3 assets. Reviewed forecasts, debt covenants for loan portfolio analysis for asset-based lending via synthetic debt rating, and determination of WAM & default/loss given default. Maintained document for portfolio valuation process.
- Developed strong industry competitive knowledge. Researched businesses, industries & competitors for multiple work streams using a comprehensive & self-directed analytical approach. Provided market intelligence on selected transactions & companies.
- Built & maintained financial valuation models. Communicated financial analysis, scenario & sensitivity analyses to management. Led diligence calls and deliverables for financial reporting purposes (ASC 805, ASC 820, ASC 718) US GAAP, included working capital analysis, liquidity ratios calculations & waterfall calculations for capital structure after financing events

## Corporate FP&A, Investor Relations

**Senior Financial Analyst | LegalZoom.com, Inc. (Nasdaq: LZ) | Glendale, CA | Remote — Aug '20-Aug '21**

Prepared Investor decks, earnings scripts, Q&As, supplemental financial files related to 10-Q, MD&A using Tableau & SQL tools to articulate company strategy, financial results, growth opportunities & business initiatives to current, potential shareholders & analysts

- Utilized Anaplan &Tableau integrated into a model, consisting of large/complex financial datasets to link performance, strategic & financial data for high-level planning & assessments in response to management/CFO/private equity & disseminated to stakeholders & C-suite
- Facilitated various business models integrated into end-to-end corporate planning, forecasting & reporting processes. Partnered with sales, marketing, engineering finance to assess impact of new business drivers, business models, KPIs, and other ad-hoc analyses into existing systems & processes. Collaborated with HR, private equity, legal, finance, accounting for ESG reporting
- Assessed reasonableness of auditor's DCF, multiples, IRR, customers, workforce & contingent liability. Developed pro forma for acquisition of tax/accounting services firm. Completed memo for ASC 350 step 0 & variances of goodwill & stock compensation

## LANGUAGES

Native English Speaker
Conversational Cantonese & Mandarin

## INTERESTS

+Completed 1 Marathon, 5 Half Marathons, 5 Bike Centuries, 2023 Reno Tahoe Odyssey (178 miles-10 person team), Pilates

+Endo Economics Certificate- US-China Relations: What Is at Stake - Nov 2023.
+Professor for a Day, Cal Poly Pomona

## Public Accounting Valuations

**Valuation Manager | SingerLewak LLP | Irvine, CA | Aug '19-Mar '20**

Analyzed company performance & selected multiples of competitors & transactions in line with subject. Performed mark-to-market for closed end funds, REITs, RELP data, distributions, yield to price, price to NAV, and price to FFOs

- Led valuations for satellite office & provided CPE training to audit/tax that led to $27K
- Spearheaded efforts to improve functional use & presentation of financial models for US GAAP ASC 805/820/718, gift/estate/tax reporting
- Modeled FCF projections, contingent liabilities & sensitivity analysis for business scenarios. Analyzed reasonableness of forecasts to historical P&Ls & adjusted for non-recurring/extraordinary items

## Consulting Firm, Valuations Experience continued

**Valuations Consultant| Globalview Advisors LLC | Irvine, CA | Aug '14-Mar '19**

Performed Fair Value of non-compete/mgmt agreements, trade name/trademark, customers/contracts/order backlog, technology, inventory, workforce & contingent liabilities with @Risk, Monte Carlo simulation.

- Performed business enterprise/equity value & equity allocations for stock options/share-based compensation using OPM.
- Performed Fair Market Value with discounts for lack of control and/or marketability for minority/non-controlling interests.
- Created a memorandum for a publicly traded engineering company
- Streamlined customer attrition analysis within days via VLOOKUP, INDEX/MATCH & pivot tables
- Solved consumer loan valuation, included default, delinquency and nonperforming, duration, credit risk & time to maturity factors
- Created investment pitch/board deck/CIM for investor/public financing for start-up technology companies: overview & key investment highlights, market opportunity, financial results, projections, valuation, business drivers, risk factors & appendices

## Selected Acquisition of Companies, Related

**Valuations Consultant | Globalview Advisors LLC | Irvine, CA | Aug '14-Mar '19**

**1. Surgical Care Affiliates Acquisition of Ambulatory Surgery Centers (In 2017, UnitedHealth Group's OptumCare acquired Surgical Care Affiliates (SCA) for $2.3BN in a cash and stock deal.**

a. Valuation of non-compete agreements, trade name/trademark, AAAHC or JC accreditations, customer relationships.

**2. Jacobs Engineering Acquisition of CHM2 Hill at $2.85BN as of December 5, 2017 & goodwill impairment analysis completed with new business segment created and considerations of (intercompany consolidations)** a. Energy & Power, b. Transportation, c. Building Construction, Water, Sewer and Waste, d. Industrial and Manufacturing, e. Engineering, Construction, Architectural Firms

**3. SitelogIQ $14.4M acquisition of Monterey Energy, Inc. as of February 21, 2018**

**4. Diversified Thermal Services $13.6M equity, 60% & 10% equity interest appraised, respectively ($8.2M and $800k).**

**5. Maxgen Energy Services acquisition of M+W Energy, Inc. on January 19, 2018**

**6. MaxGen Energy Services, Inc. acquisition of Arista Renewable Energies, Inc. on April 11, 2018**

## Investment Related/Wealth Management Related Experience

**Equity Research Analyst | Lombard Street Research | London, United Kingdom, London, EC4R 2RU | Apr'14-Jun '14**

- Provided economic forecasts to improve investment thinking and strategic decisions of financial institutions, banks and corporations
- Populated and organized macroeconomic data using Excel on a variety of data sources alongside economists
- Worked in R statistical programming environment for Chinese data seasonality adjustments

**Investment Operations | Northwestern Mutual | Los Angeles, CA | Sep '13-Dec '13**

- Used NetX360 for investment services in data management, document filing, organization
- Drafted new accounts (401k, SEP IRAs, Roth IRAs, Traditional IRAs, Custodial accounts)
- Provided operations support, maintained client accounts and updated change in beneficiaries

**Licensed Financial Representative | Northwestern Mutual | Los Angeles, CA | Apr '12-Dec '13**

- Gained new leadership skills with managing partner
- Discussed personal, professional, and financial goals to uncover client's needs
- Presented recommendations to fill client needs and earned $10k worth in premium