

ASIF H. CHARANIA, CPA/ABV/CFF, ASA

CURRICULUM VITAE

BIOGRAPHY



Contact Information:

Keiter
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PROFESSIONAL HISTORY

Asif H. Charania is a Partner at Keiter and the Practice Leader of the Valuation and Forensic Services Department. He has over 17 years of experience in financial consulting services. He specializes in valuation and forensic accounting, including litigation consulting services. He has qualified as an expert witness and testified in circuit court and arbitration.

He has performed and/or assisted with over 750 valuation and forensic engagements and has served clients in a variety of industries including technology, healthcare, financial services, construction, retail trade, manufacturing, distribution, wholesale, government contracting, and professional services.

Asif is a former member of the American Institute of Certified Public Accountants Business Valuation Committee. He is also a current member of the Virginia Society of Certified Public Accountants Business Valuation, Fraud, and Litigation Services Conference Task Force and former Vice Chair and member of the Young Professional Advisory Council.

He is a frequent speaker and writer on valuation and forensic accounting topics. He has presented at the AICPA National Business Valuation Conference and the VSCPA Business Valuation, Fraud, and Litigation Services Conference, and served as a guest lecturer at The College of William and Mary Raymond A. Mason School of Business, Virginia Commonwealth University's School of Business, and James Madison University's College of Business. He has authored technical articles for the Keiter Valuation and Forensic Services blog and has assisted with technical research for valuation publications, including *Cost of Capital: Estimation and Applications*, 3rd - 4th ed.

Asif received his B.B.A in Finance from James Madison University and his Post-Baccalaureate Certificate in Accounting from Virginia Commonwealth University. He is a Certified Public Accountant (CPA), Accredited in Business Valuation (ABV), Certified in Financial Forensics (CFF); and by the American Society of Appraisers as an Accredited Senior Appraiser in Business Valuation (ASA).

Keiter, 2008 - Present

Valuation and Forensic Services Department

Practice Leader and Partner, January 2023 – Present

Partner, October 2021 – December 2022

Senior Manager, January 2017 – September 2021

Manager, July 2014 – December 2016

Supervisor, June 2013 - June 2014

Senior Associate, July 2010 – June 2013

Associate, July 2008 – June 2010

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**PROFESSIONAL
HISTORY
(Continued)**

Valuation Services:

Responsibilities include providing valuation services for closely held companies, including valuations for buy/sell agreements; ESOPs; fairness opinions; financial statement reporting (purchase price allocation and goodwill impairment); mergers and acquisitions; purchase/sale of a security; reorganizations and bankruptcies; stock-based compensation; taxation (estate, gift and income tax); stockholder disputes; divorce; and complex securities (e.g., preferred stock, convertible preferred stock, options, warrants, and stock appreciation rights).

Forensic Services:

Litigation Consulting Services

Responsibilities include assisting clients with development of strategy; analyzing industries and markets; evaluating liability issues; assisting with discovery; developing alternative theories of damages; quantifying economic damages (e.g., lost profits, unjust enrichment, reasonable royalty, diminution of value); preparing demonstrative exhibits for trial; assisting with preparing expert reports; and analyzing opposing experts' damage models. Types of litigations for which he has served as a consultant include: breach of contract; business interruption; loss of income due to personal injury or wrongful termination; divorce; theft of intellectual property; embezzlement; fraudulent conveyance; and shareholder disputes.

Additional responsibilities for divorce matters include valuation of a business for equitable distribution, classification of separate and marital property, assessment of income for spousal and child support, and analysis to assess wasting of assets.

LandAmerica (former Fortune 500 company), 2007

Financial Reporting Internship, June 2007 to August 2007

EDUCATION

B.B.A. in Finance, James Madison University, 2008

Post Baccalaureate Certificate in Accounting, Virginia Commonwealth University, 2011

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**PROFESSIONAL
CERTIFICATIONS**

- ❖ Certified Public Accountant (CPA), 2012
- ❖ Accredited in Business Valuation (ABV), 2012
- ❖ Certified in Financial Forensics (CFF), 2017
- ❖ Accredited Senior Appraiser in Business Valuation (ASA), 2013

**PROFESSIONAL
AND
ASSOCIATION
MEMBERSHIPS**

- ❖ American Institute of Certified Public Accountants, Member, 2012-Present
 - AICPA National Business Valuation Committee, Member, 2018-2021
 - Recipient of the 2019 Forensic and Valuation Services (FVS) Standing Ovation Award
- ❖ American Society of Appraisers, Member, 2012-Present
- ❖ The Appraisal Foundation, Task Force Member, 2023-2024
 - BVTF Task Force Member
- ❖ Virginia Society of Certified Public Accountants, Member, 2012-Present
 - Awarded Top 5 Under 35 Award in 2019
 - VSCPA Business Valuation, Fraud, and Litigation Services Conference, task force member, 2016-2017; 2022 to Present.
 - VSCPA Young Professional Advisory Council, member 2014-2017; Vice Chair 2016 and 2017
 - VSCPA Awards Task Force, former member
- ❖ Richmond Estate Planning Council, member, 2018-Present
 - Board of Directors, 2023 - Current
- ❖ Health Brigade, Board of Directors, 2017-Present
 - Finance Committee

**COMMUNITY
AND CIVIC
SERVICE**

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EXPERT WITNESS EXPERIENCE

He has provided expert witness testimony or was retained as a neutral in the following matters.

Year	Matter	Venue	Type Of Matter	Party (P)laintiff (D)efendant	Role (E)xpert (N)eutral	Testimony (D)eposition (T)rial (H)earing (A)rbitration
2024	Priority Collision of Springfield, LLC v. Frank R. Ellison	Arbitration, Case Number: 00119530	Breach of Fiduciary Duty and Fraudulent Inducement	P	E	A
2024	BFLP, Inc. v. BA Investors, LLC	Circuit Court for the County of Bedford, Virginia No: CL20001419-00	Breach of Operating Agreement	P	E	H
2023	Malik v. Malik	Circuit Court in the County of Henrico, Virginia, Case No.: CL16-1992	Marital Dissolution	P	E	H
2023	Schelin v. Sandhu	Circuit Court in the County of Chesterfield, Virginia, Case No.: JA041636-01-04	Marital Dissolution	D	E	T
2022	Daniels v. Daniels	Circuit Court in the County of Charles City, Virginia, Case No.: CL21000120-00	Marital Dissolution	P	E	T
2022	Iobst v. Gorde	Circuit Court in the County of Henrico, Virginia, Case No.: CL20-4980	Marital Dissolution	P	E	T
2022	Brown v. Brown	Case No.: CL20-1097-00	Marital Dissolution	P, D	N	Neutral Analysis Submitted to Parties. No Testimony.
2019	Reistetter v. Kline	Circuit Court in the County of Albemarle, Virginia, Case No.: CL17-1007	Marital Dissolution	P	E	H
2018	Nedeff v. Nedeff	Circuit Court for the City of Richmond, Virginia, Case No.: CL17-771	Marital Dissolution	P	E	T

Asif has been retained as an expert witness in several corporate litigation matters that are currently ongoing or settled between the parties. In addition, he served as the lead project manager or background consultant in numerous litigation matters involving valuations, economic damages calculations, and financial investigations.

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SPEECHES AND SEMINARS

- *“Elements of a Qualified Appraisal,”* presentation at the 48th Annual University of Richmond Estate Planning Seminar – CLE seminar (1.0 hour), April 28th, 2025.
- *“Avoiding Landmines in the Buy/Sell Agreement: Considerations to Mitigate Shareholder Disputes and Unintended Consequences,”* co-presentation with Gregory P. Saunders (2.0 hours) – CPE seminar presented at the Virginia Society of Certified Public Accountants, Richmond Chapter CPE Luncheon, September 26, 2024.
- *“Insights and Strategies to Navigate Common Issues in Business Valuation,”* co-presentation with Andy Baum, Paris Powell, and Jessica Landay (1.5 hours) – CPE seminar presented at the American Institute of Certified Public Accountants 2023 Annual Business Valuation Conference, Las Vegas, Nevada, November 4, 2023.
- *“Expert and Attorney Insights: A Litigation Panel Discussion,”* co-presentation with Karl Schwabauer and Matt Woolf (2.0 hours) – CPE seminar presented at the 2023 American Society of Appraisers International Conference, New Orleans, Louisiana. October 2, 2023.
- *“Demystifying Option Pricing Theory: How to Use Options in Every Phase of the Valuation Process,”* co-presentation with Gregory P. Saunders (2.0 hours) – CPE seminar presented at the Virginia Society of Certified Public Accountants VSCPA Business Valuation, Fraud, and Litigation Services Conference, Glen Allen, Virginia, September 27, 2023.
- *“The Price is Right – Or Not – Use and Misuse of The Market Approach Guideline Transaction Method.”* co-presentation with Gregory P. Saunders, Keiter, (2.0 hours) - CPE seminar presented at the Maryland Society of Certified Public Accountants MACPA Business Valuation Conference, Baltimore, Maryland, May 12, 2023.
- *“Strategic Use of Business Valuations”* co-presentation with Gregory P. Saunders, Keiter, (2.0 hours) - presented at the Roanoke Estate Planning Council, Roanoke, Virginia, February 7, 2023.
- *“Succession Planning in a Recessionary Environment”* co-presentation with Gregory P. Saunders, Keiter, (2.0 hours) – CPE seminar – Keiter Fall Webinar, Glen Allen, Virginia, November 2, 2022.
- *“The Price is Right – Or Not” – Use and Misuse of The Market Approach Guideline Transaction Method.* co-presentation with Harold G. Martin and Gregory P. Saunders, Keiter, (2.0 hours) - CPE seminar presented at the Virginia Society of Certified Public Accountants VSCPA Business Valuation, Fraud, and Litigation Services Conference, Glen Allen, Virginia, September 29-30, 2022.
- *“Small Firm Valuation Practices – Challenges and Opportunities”* – podcast presentation with Josh Schiltz; hosted by American Institute of Certified Public Accountants, Durham, North Carolina, July 2021.
- *“Succession Planning in the Closely Held Business,”* – co-presenter with Harold G. Martin of a CLE seminar presented at the Virginia Conference on Federal Taxation, Charlottesville, Virginia, June 3, 2021 (1 hour).
- *“Estate and Gift Tax Update Webcast”* - co-presentation with Maryellen Galuchie, Grant Thornton (1.5 hours); hosted by American Institute of Certified Public Accountants, Durham, North Carolina, February 23, 2020.
- *“Quantifying Personal and Entity Goodwill Using a Residual Method”* - co-presentation with Harold G. Martin, Jr., Keiter (1.5 hours); presented at the American Institute of Certified Public Accountants National Forensic and Valuation Services Conference, Atlanta, Georgia, November 5-7, 2018.
- *“Time Value of Money”* - guest lecturer for the Intermediate Accounting course at Virginia Commonwealth University, October 17, 2018 (1 hour)

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- “*Cost of Capital – Theory and Applications*”– co-presentation with Harold G. Martin, Jr., Keiter (1.5 hours); CPE seminar presented at the American Institute of Certified Public Accountants National Forensic and Valuation Services Conference, Las Vegas, Nevada, November 13-15, 2017.
- “*Economic Damages*” - guest lecturer for the Forensic Accounting course in The College of William and Mary Mason Graduate School of Business Master of Accounting program, April 27, 2017 (1 hour).
- “*Income Approach II: Cost of Capital*”– co-presentation with Harold G. Martin (1.5 hours) - CPE seminar presented at the American Institute of Certified Public Accountants National Forensic and Valuation Services Conference, Nashville, Tennessee, November 6-8, 2016.
- “*Economic Damages for Business Litigations*” – co-presentation with Harold G. Martin and Joshua A. Pruitt, Keiter, (2.0 hours) - CPE seminar presented at the Virginia Society of Certified Public Accountants 16th Annual VSCPA Business Valuation, Fraud, and Litigation Services Conference, Tysons Corner, Virginia, October 28-29, 2015.