

CURRICULUM VITAE



JOHN A. CENTO, CPA/ABV, ASA, CFF, CAGA

Founder & Managing Member
Indiana Business Appraisals, LLC
New Albany, Indiana
(812) 590-4155
john@indianaba.com
www.indianaba.com



Mr. Cento is a sole practitioner providing business valuation services to Hoosier and Bluegrass clients and professional service firms nationwide. He has more than 18 years of experience in valuation and forensic accounting. His practice is devoted exclusively to valuation services.

CERTIFICATION AND LICENSES

CPA – Certified Public Accountant, State of Florida, 2001.
CPA – Certified Public Accountant, State of Indiana, 2015.
CPA – Certified Public Accountant, Commonwealth of Kentucky, 2017.
Licensed Broker with the Florida Real Estate Commission, 2016; Sales Associate 2014.
Licensed Principal Broker with the Kentucky Real Estate Commission, 2018.
Licensed Managing Broker with the Indiana Real Estate Commission, 2019.
Licensed with the Indiana Real Estate Appraiser Licensure and Certification Board: Appraiser Trainee. 2016.
Certified Private Pesticide Applicator, Indiana, 2020.

PROFESSIONAL DESIGNATIONS

The American Society of Appraisers, Accredited Senior Appraiser (ASA)*

The American Institute of Certified Public Accountants (AICPA): Accredited in Business Valuation (ABV) designation, and Certified in Financial Forensics (CFF) credential**

Certified Appraisers Guild of America (CAGA), Certified Personal Property Appraiser

*Mr. Cento received his Accredited Senior Appraiser (ASA) designation as a result of successfully passing the Society's intensive written and oral examinations, peer review of his appraisal work, and other qualifying criteria demanded by the Society's International Board of Examiners.

**From the American Institute of Certified Public Accountants (AICPA), Mr. Cento has been awarded the Accredited in Business Valuation (ABV) designation. The ABV designation is the premier business valuation designation that certified public accountants can earn, and it is the only credential program in the profession backed by the AICPA. The Certified in Financial Forensics (CFF) credential, established in 2008 by the AIPCA, is granted to qualified CPAs with considerable experience in financial forensics.

RECENT PROFESSIONAL EXPERIENCE

2015 – Present

Indiana Business Appraisals LLC
Founder & Managing Member

2011 – Present

Highlands Valuation, LLC (predecessor Florida firm)
Founder & Managing Member

- Performed valuations for divorce, shareholder disputes, buy-sell agreements, estate and gift tax returns, bank collateral, stock options (warrants), stock appreciation rights (SARs), and employee stock ownership plans (ESOPs).

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PROFESSIONAL EXPERIENCE continued

- Prepared business appraisals to withstand trial scrutiny across a broad spectrum of industries.
- Experienced in valuation of intangible assets including consumer brand names, international distribution rights, domestic licensing rights, industrial patents, contingent earnings, and music copyrights.

Recent Valuation Engagements

- Purchase price allocation for acquired defense contractor.
- Author's royalty rights for a step-up in tax basis.
- Executive bonus agreement rights value estimate.

Notable Past Forensic Accounting Consulting Engagements

- Professional athlete compensation analysis for alimony modification.
- Cardiologist compensation for employee-physician damages in a cardiology practice.
- Business interruption insurance claim preparation in the aftermath of Hurricane Charley.
- Fraud investigation related to ousted chief executive officer.

URBAN PLANNING EXPERIENCE

Charlotte County and Lake County, Florida

- Senior planner providing planning, zoning, demographics, and infrastructure analysis for high-growth Charlotte County and Lake County, Florida.
- Represented the Department of Growth Management, Lake County, Florida, in quasi-judicial proceedings including cross-examination.
- Acted as a fact witness in a trial involving urban planning issues: rezoning dispute at Lake County Circuit Court.

INDUSTRY EXPERIENCE

- Cost/financial analyst with INB National Bank (Indiana National Bank), Indianapolis, IN.
- Editorial assistant with Houghton Mifflin Harcourt, Orlando, FL.

EDUCATION

Bachelor of Arts degree, with majors in English and French, Summa Cum Laude, Franklin College of Indiana, 1987

MBA in Finance, Rollins College Crummer Graduate School of Business, 1989

CPA Fifth Year, University of South Florida, 1999

PROFESSIONAL MEMBERSHIPS

Member, American Institute of Certified Public Accountants (AICPA)

Member, American Society of Appraisers

Member, Certified Appraisers Guild of America

Member, International Business Brokers Association

Affiliate Member, Kentucky Landscape and Nursery Association (KNLA)

Member, Jeffersonville Rotary Club

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PUBLICATIONS, PRESENTATIONS, AND PROFESSIONAL LEADERSHIP

Publications:

“Goodwill in Divorce – Basic Considerations and Current Law around the States.” National Association of Certified Valuators and Analysts (NACVA) State Chapter Foundation, Continuing Professional Education Course Presentation Materials. State Chapter Meetings – Summer 2010.

Examination Questions – Accredited in Business Valuation (ABV) Examination Question Bank of the AICPA, 2011 and 2014.

“Valuing Businesses: Beware of Rules of Thumb.” Christianlifekills.com, Lifeskills Library, 2017

Presentations:

“Mergers & Acquisitions – Becoming Your Client’s Most Trusted Advisor.” NACVA State Chapter Foundation Continuing Professional Education Course Presentation and Materials. State Chapter Meetings – Fall 2011, Tampa, Florida.

Former Judge, Distributive Education Clubs of America (DECA), youth business education program

“Highlights of Uniform Standards of Professional Appraisal Practice Changes – For the 2016-17 Edition of USPAP.” Central Florida ASA Chapter Meeting – April 2015, Orlando, Florida

Pollination Isolation Methods, January 2020, Sunnyside Master Gardeners Association, New Albany, Indiana.

Leadership:

Secretary-Treasurer, Southern Indiana Estate Planning Council

Vessel Examiner and Dealer Visitor, United States Coast Guard Auxiliary, Louisville, Kentucky

Former Member, Accredited in Business Valuation (ABV) 2011-2014 National Exam Writing Team of the American Institute of Certified Public Accountants

Past President, American Society of Appraisers (ASA) - Central Florida Chapter

Former Field Trip Coordinator, Florida Native Plant Society, Orlando, Florida.