

Cameron Cook Video Bio

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My past experience as a financial controller for an international manufacturing firm really helped me get to understand what the business world is all about and how hard it is to build a good business and keep it running smoothly and effectively, and also my past experience working for an international bank helped me understand how a banker looks at a company and an investor looks at a company. So that, and in combination with my 25 years of business valuation experience, is really given me a great background to be able to look at a company understand its strengths, weaknesses, opportunities, and threats, and to really understand management and the challenges they may have and understand ownership of that company as well.

You know I'm not just a data cruncher. I really want to try to understand the business and perceive it as a prospective buyer might be perceiving it. You know, a market participant is going to look at every company in the way that they need in order to make their wise investment decision and that is how I look at companies as well for the business valuation process.

Performing business valuations and intangible asset appraisals is a lot of fun and I really enjoy getting to know the companies well and the management team well and indeed the ownership of the company. I like understanding the unique assets that they may have from an intangible perspective, whether that be a patent portfolio or a brand portfolio. I really enjoy understanding the businesses that I work with and I am able to take my past experience, my 25 plus years of business valuation, and my time as a banker and controller of a company and apply them to that business valuation and all helps me serve the client better.

I'm very proud of my professional credentials that I've been able to achieve through my career. I am an accredited Senior Appraiser from the American Society of Appraisers. That process involves taking four classes, each class is 3 days long and each class has a 2-hour exam that you have to pass. It also requires you to be practicing in the business valuation world for 5 years, so it requires you to have a lot of knowledge, a lot of experience in the business valuation practice area and that helps me serve my clients a lot better. I'm also very happy with my Certified Internal Auditor certification that I have. That helps me understand the financial statements and the actual accounting process that companies are required to achieve. I'm also a Certified Distressed Business Valuation Practitioner. That helps me understand all companies of different performance levels. Not all companies are, you know, gang buster performers, some of them are struggling but they still have value. So I'm very happy with my professional credentials that I've been able to achieve through my career.

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