

# ROBERT H. ALEXANDER CPA/ABV/CFF, ASA

## Alexander CPA LLC

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## PROFESSIONAL SUMMARY

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- Shareholder at Alexander CPA LLC, an accounting firm specializing in litigation support, expert witness testimony, and business valuation. Thirty years of experience as an expert witness and business appraiser.
- Former partner, member of the governing Board of Directors, and firm-wide director of Fraud, Forensic, and Litigation services for HORNE LLP, a super-regional CPA and consulting firm. HORNE joined BDO in 2025.
- Qualified as an expert in financial matters, economic damages, business valuation, and accounting in federal and state courts in Mississippi, Arkansas, Tennessee, and Louisiana. Testimony has included jury and bench trials. Engagements include expert testimony for both plaintiffs and defendants.
- Appraised hundreds of businesses for non-litigation purposes from a broad scope of industries, including shareholder buyouts, mergers & acquisitions, corporate planning, estate and gift, and others.
- Representative engagements include accounting malpractice, economic damages, bankruptcy, breach of contract, lost profits, destruction of business value, and business interruption across hundreds of industries.
- Designations in litigation support and business valuation include credentials as an Accredited Senior Appraiser (ASA) by the American Society of Appraisers, Accredited in Business Valuation (ABV), and Certified in Financial Forensics (CFF) by the American Institute of Certified Public Accountants. Continuing education includes hundreds of hours in litigation support and business valuation.

## EDUCATION AND ACCREDITATIONS

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- Bachelor of Accountancy  
University of Mississippi, 1984
- Certified Public Accountant (CPA)  
Tennessee – 1986 to Present  
Mississippi – 1995 to Present
- Accredited in Business Valuation (ABV)  
1997 to Present
- Accredited Senior Appraiser (ASA)  
2003 to Present
- Certified in Financial Forensics (CFF)  
2009 to Present

## **ROBERT H. ALEXANDER, CPA/ABV/CFF, ASA**

### **WORK HISTORY**

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- Shareholder and Owner, Alexander CPA LLC  
Jackson and Oxford, Mississippi – January 2021 to Present
- Partner, HORNE LLP  
Ridgeland, Mississippi – 1994 to December 2020
- Tax Senior Manager, Price Waterhouse / PricewaterhouseCoopers  
Memphis, Tennessee – 1984 to 1994

### **PROFESSIONAL MEMBERSHIPS**

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- American Institute of Certified Public Accountants
  - Forensics and Valuation Section member
- Mississippi Society of Certified Public Accountants
  - Business Valuation and Litigation Support (BVLS) Committee
  - Past Chairman of the BVLS Committee
- American Society of Appraisers
- American Bar Association
- National Association of Forensic Economics

### **REPRESENTATIVE ENGAGEMENTS**

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#### ***Appraisal of Limited Partnership for Estate Tax***

*July 2023 to December 2024*

We were asked to perform an estate appraisal for a \$28.9 million limited partnership. The partnership was managed by an LLC owned by eight family members. The limited partnership consisted of 10 family members and the LLC. Together, they owned 78% of the LP and were all minority owners. The partnership's assets consisted of over \$28.8 million in marketable securities and \$360,000 in real estate. To determine the discount for lack of marketability, we used the Stout Restricted Stock Quintile Analysis, the Finnerty Arithmetic Average Strike Put Option analysis, and the Longstaff Upper Bound Lookback Put Option model. This resulted in a 26% discount for lack of marketability. To determine the discount for lack of control, we used a discounted cash flow model and closed-end funds. This resulted in a 7.6% minority-interest discount. The appraisal report was filed with the estate tax return, and the IRS closed the estate without conducting an audit.

**REPRESENTATIVE ENGAGEMENTS - CONTINUED**

***Damages Expert Witness in Bridgestone Americas v. International Business Machines***

*May 2013 to May 2018*

Damages expert witness for Bridgestone Americas in a case where IBM was accused of being responsible for a failed Order to Cash SAP implementation. The failure caused significant disruptions to Bridgestone's logistics operations supporting the replacement tire divisions. Impacted systems included inventory control, customer orders, shipping, and customer-facing IT systems. Damage estimates were around \$200,000,000. The case was settled in 2018, just before trial.

***Deepwater Horizon/BP Economic Damage Claims***

*July 2012 to 2020*

Partner in charge of claims filings related to the BP Deepwater Horizon legal settlement. Identified opportunities and worked to develop a process for direct engagement of clients by our firm while securing legal assistance for clients as they progressed through the claims process. We have assisted hundreds of clients with filing claims and receiving payments related to the class action lawsuit. Mastered damage methodologies under the settlement agreement and numerous policy statements and court decisions to interpret and modify the original agreement.

***Federal Court-Appointed Independent Accountant in Pilot Flying J Class Action***

*August 2013 to February 2015*

I was appointed as an Independent Accountant by the United States District Court for the Eastern District of Arkansas in the class action settlement of the Pilot Flying J diesel pricing case. I oversaw the deployment of approximately 40 individuals to recalculate and refund tens of millions of dollars under Pilot's customer pricing agreements from 2005 to 2013. A report of our work was filed with the federal court, enabling the class action to be settled efficiently and allowing all customers to recover their damages.

**ARTICLES (1998 TO PRESENT)**

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***Litigation Support and Expert Testimony***

- Perplexity.ai: A Practical AI Tool for Attorneys, *LinkedIn, and Alexander CPA Blog*, July 2025
- Lesser-Known But Powerful AI Applications for Litigation Attorneys, *LinkedIn and Alexander CPA Blog*, June 2025
- *Update on the Changes to FRE Rule 702*, *LinkedIn and Alexander CPA Blog*, August 2023.
- *Likely Changes to Federal Rules of Evidence Governing Expert Testimony*, *LinkedIn and Alexander CPA Blog*, November 2022.

## **ROBERT H. ALEXANDER, CPA/ABV/CFF, ASA**

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### **ARTICLES - CONTINUED**

- Experts Shouldn't Assume Causation – They Must Do More, *LinkedIn and Alexander CPA Blog*, June 2021.
- Mississippi Supreme Court Modifications to Rules of Discovery, *LinkedIn and HORNE Blog*, December 2019.
- An Expert Finds the Other Side of Daubert, *LinkedIn and HORNE Blog*, April 2019.
- Financial Testimony by Owners and Employees: Know the Perils, *LinkedIn and HORNE Blog*, November 2018.
- Law Firms are a Prime Target for Cyber Criminals, *LinkedIn, and HORNE Blog*, 2017.
- When Daubert Challenges Arise, The Expert is Your Best Defense, *LinkedIn and HORNE Blog*, July 2016.
- Litigation Support: CPAs Providing Value to Litigators in State, *Mississippi Business Journal*, January 2008.
- The Admissibility of Expert Testimony Post-Daubert v. Merrell Dow Pharmaceuticals, *Jackson Young Lawyers*, March 2000.

### **Business Valuation**

- The New IRS Attack on FLPs and FLLCs, *Executive's Tax and Management Report*, October 2003.
- The Latest IRS Attack on Family Limited Partnerships, *The Delta Business Journal*, September 2003.
- Family Limited Partnerships and the New IRS Attack – IRC §2036(a), *The CPA Newsletter*, published by the *Mississippi Society of Certified Public Accountants*, February 2003.
- The Myth of Buy/Sell Agreements, *Jackson Young Lawyers*, December 1998.

### **Other**

- What Are Your Services Worth? *LinkedIn and Alexander CPA Blog*, July 2021.
- When You're the Only Man in the Room, *LinkedIn and HORNE Blog*, October 2015.
- Fraud Prevention: Financial Institutions Enhance Value of Internal Audits by Including Fraud Prevention, *Mississippi Business Journal*, August 2010.
- Enhancing the Value of Internal Audit: Moving from Compliance to Prevention: A Focus on Fraud, *The Mississippi Banker*, August 2010.
- Loss of Business Income May Be Covered by Insurance, *Mississippi Business Journal*, November 2005.

## **PRESENTATIONS (1998 TO PRESENT)**

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### **Litigation Support and Expert Testimony**

- Hot Topics in Forensic Valuation Services: Pending Amendment to FRE 702, Panel Discussion. MSCPA Business Valuation & Litigation Services Conference, November 2022.

**PRESENTATIONS – CONTINUED**

- *Daubert Challenges: Key Rulings Related to Financial Experts*, MSCPA Business Valuation and Litigation Conference, November 2018.
- *How to Present and Defend Lost Profits to a Jury*, TSCPA Southeastern Forensic and Valuation Services Conference, Nashville, TN, and MSCPA Business Valuation Workshop, Ridgeland, Mississippi, October 2012.
- *Forensic Accounting: The Relationship between Attorney and Financial Expert* (co-presenter), Baton Rouge Bar Association, Baton Rouge, Louisiana, December 2010.
- *Ethics & Professionalism in Litigation & Valuation Services* (panel discussion), MSCPA Business Valuation and Litigation Support Services Conference, Jackson, Mississippi, November 2010.
- *To Catch a Thief: Detecting and Preventing Internal Fraud in the Banking Industry*, HORNE Banking Forum, Biloxi, MS, and Memphis, Tennessee, September 2010.
- *Selling Litigation Services*, Financial Consulting Group, Fall Conference, Denver, Colorado, September 2008.
- *Economic Damages and Litigation Consulting in Criminal Cases*, FBI Academy, Quantico, Virginia, September 2007.
- *Utilization of Expert Witnesses in Litigation*, Mississippi College School of Law, Jackson, Mississippi, November 2006.

**Business Valuation**

- *New Fair Value Accounting Rules: Tackling the Valuation Issues*, Mississippi State University CPE Conference, Starkville, Mississippi, April 2010.
- *New AICPA Business Valuation Standards: When Do I Have to Comply?* HORNE University, Jackson, Mississippi, August 2008.
- *FAS 141 & 142 and Goodwill Impairment*, MSCPA Valuation Conference, Ridgeland, Mississippi, November 2005.
- *Intellectual Property Law and Valuation*, Panel Discussion, Mississippi Technology Alliance, Jackson, Mississippi, November 2005.
- *Case Law Update for Estate & Gift Valuation*, MSCPA/NACVA Valuation Conference, Jackson, Mississippi, November 2004.
- *Business Valuation Issues in Mississippi: Update*, Mississippi Judicial College Winter Conference, Jackson, Mississippi, January 2004.
- *Hot Issues for FLPs and Other Entities*, Louisiana Bar Association, Estate Planning Conference, New Orleans, Louisiana, November 2003.
- *Business Valuation Issues Facing Small Businesses*, Mississippi Bankers Association Fall Financial Conference, Jackson, Mississippi, October 2003.
- *Business Valuation Issues in Mississippi*, Mississippi Judicial College Fall Conference, Jackson, Mississippi, October 2003.
- *Valuation of Intangible Assets*, Mississippi Bar Annual Convention, Sandestin, Florida, July 2003.

**PRESENTATIONS - CONTINUED**

- *FLPs and the Current Status of IRS Attacks*, Jackson Tax Forum, Jackson, Mississippi, March 2002.
- Use of Family Limited Partnerships in Estate Tax Planning and IRS Attacks on these Entities, Lorman Education and Member of Faculty, Jackson Mississippi, November 2001.
- *Business Valuation: A General Overview of the Process*, Mississippi Society of Public Accountants, Jackson, Mississippi, May 2000.
- Use of Business Valuations in the Small Business Administration Loan Process, U.S. Small Business Administration, Jackson, Mississippi, June 1999.
- *Applications of Current Business Valuation Developments*, Mississippi Society of CPAs Accounting and Auditing Conference, Jackson, Mississippi, May 1999.
- *Current Developments in Business Valuations*, Mississippi Bar Association, Jackson, Mississippi, April 1999.
- *Business Valuation: Applications and Issues*, University of Mississippi Accountancy Weekend, Oxford, Mississippi, January 1999.
- *The When, Why and Who of Business Valuations*, Jackson Tax Forum, Jackson, Mississippi, January 1999.
- *The Virtual Estate Planning Team: A Panel Discussion*, Millsaps College Charitable Giving Seminar, Jackson, Mississippi, October 1998.
- *Frequently Asked Questions about Business Valuations*, Mississippi Bankers Association, Mississippi, October 1998.
- *Basic Business Valuations*, The CPA Club, Meridian, Mississippi, September 1998.
- Business Valuation Overview, Estate Planning Council of Mississippi, Jackson, Mississippi, May 1998.

**University Classes**

- *A Less Traditional Path in Public Accounting*, University of Mississippi Beta Alpha Psi Presentation, Oxford, Mississippi, March 2014.
- *Overview of HORNE's Litigation Services Division*, University of Mississippi Accounting Class, Oxford, Mississippi, October 2001.
- *What Accounting Firms are Looking for in Accounting Graduates*, Accounting Education Symposium, Jackson, Mississippi, November 2001.
- *Specialized Practice Areas in CPA Firms*, Millsaps College Beta Alpha Psi Program, Jackson, Mississippi, March 1999.
- *Case Study in Tax Research*, University of Mississippi Graduate Accounting Class, Oxford, Mississippi, November 1998

**DEPOSITION AND TRIAL TESTIMONY (2015 TO PRESENT)**

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- 2026** Tennessee Title Services, LLC v. Carol "Terri" Baker, In the Chancery Court for Williamson County, Franklin, Tennessee. Civil Action No. 49449M. **Trial Testimony.**

Dispute over the propriety of an owner's changed pay and whether it was permitted under the operating agreement, and its impact on a subsequent buyout.

- 2024** *Phi Theta Kappa Honor Society v. HonorSociety.org, Inc. and Honor Society Foundation, Inc.* In the United States District Court, Southern District of Mississippi. Civil Action No. 3:22-cv-00208. **Deposition Testimony.**

Trade dress and Trademark Infringement and other issues related to the defendant's alleged actions.

- 2024** *WJC Orthodontics, PLLC v. Trader's Way, LLC.* In the Chancery Court for Williamson County, Tennessee. No. 22CV-51248. **Trial Testimony.**

Economic damages and lost profits due to the breach of a lease for an orthodontic office.

- 2023** *WJC Orthodontics, PLLC v. Trader's Way, LLC.* In the Chancery Court for Williamson County, Tennessee. No. 22CV-51248. **Deposition Testimony.**

Economic damages and lost profits due to the breach of a lease for an orthodontic office.

- 2023** James T. Hardy ("Ty") Individually and on Behalf of Canton Wholesale Bait, LLC And Hardy Cricket Farm, LLC; James E. Hardy; And Matthew C. Hardy v. Ware Milling, Inc.; John Doe Persons A-M; And John Doe Entities N-Z. In the Circuit Court of Madison County, Mississippi. Cause No. CI-2020-0265. **Deposition Testimony.**

Dispute over alleged lost profits related to contaminated cricket feed.

- 2022** *Jon Thames v. Lance Griffin and GT Collision & Accessories, LLC.* In the Circuit Court of Lincoln County, Mississippi. Civil Action No. CI-2018-0215 and CI-2019-0182. **Trial Testimony.**

Dispute over ownership of a body shop. Testimony regarding the business value was based on a 40 percent ownership interest if owned by Thames.

- 2021** *Rebel Rags, LLC v. National Collegiate Athletic Association, et al.* In the Circuit Court of Lafayette County, Mississippi. Civil Action No. L18-069. **Hearing Testimony.**

*Testimony regarding the NCAA sanctions' economic impact on Lafayette County in a motion for change of venue.*

**TESTIMONY - CONTINUED**

- 2020** *Steel Dynamics Columbus, LLC v. Jindal Tubular USA LLC*. In the Circuit Court of Lowndes County, Mississippi. Civil Action No. 2018-0041-CVIC. **Deposition testimony.**

Economic damages dispute between a steel mill operator and a steel pipe manufacturer arising over alleged testing failures of the pipe.

- 2019** *Thuy Couvillion v. Darryl Couvillion, Jr.* In the 22nd Judicial District Court for the Parish of St. Tammany, Louisiana. Case No. 2017-14945, Division K. **Trial testimony.**

Dispute over the value of an 8(a) qualified marine contracting company in a Louisiana property settlement case, subsequent to a marital dissolution.

- 2019** *Certus Laboratories, LLC v. Professional Resources Management of Rabus, LLC d/b/a Mountain Lakes Medical Center*. American Health Lawyers Association Claim No. 4796. **Deposition.**

Contract dispute between the toxicology testing lab and the hospital.

- 2018** *Marc B. Daniels, Sandra Daniels, and Crocker & Associates, Inc. f/k/a D&D Environmental, Inc. v. J. Dennis Crocker, Gail Crocker, Crocker, Ltd., and Generational Equity, LLC*. In the Circuit Court of Madison County, Mississippi. Cause

Allegations of material misrepresentations made in a business sale contract and the damages resulting from that misrepresentation.

- 2017** *Bridgestone Americas, Inc. v. International Business Machines Corporation.*, In the United States District Court for the Middle District of Tennessee, Nashville Division. Civil Action No. 3:13-CV- 1196. **Deposition (rebuttal report).**

Economic damages and lost profits dispute arising from an alleged failure to implement a new SAP software system.

- 2016** *K. R. Borries, Individually, d/b/a K.R. Borries Construction v. Grand Casino of Mississippi, Inc. – Biloxi.*, In the Circuit Court of Harrison County, Second Judicial District, Mississippi. Cause No. A2402-07-135. **Deposition.**

Economic damages and lost profits dispute arising from damage to Plaintiff's property allegedly caused by Defendant's casino, which came unmoored during Hurricane Katrina.

**TESTIMONY - CONTINUED**

- 2016** *Bridgestone Americas, Inc. v. International Business Machines Corporation*. In the United States District Court for the Middle District of Tennessee, Nashville Division. Civil Action No. 3:13-CV- 1196. **Deposition.**

Economic damages and lost profits dispute arising from an alleged failure to implement a new SAP software system.

- 2016** *KLLM Transport Services, LLC v. JBS Carriers, Inc.* In the United States District Court for the Southern District of Mississippi, Jackson Division. Civil Action No. 3:12-cv-00116-HTW-LRA. **Testimony.**

Testimony regarding financial information provided by the defendant to invoke statutory limitations on punitive damages.

- 2016** *City of Hattiesburg v. Hercules, Inc., et al.* In the United States District Court for the Southern District of Mississippi, Eastern Division. Case No. 2:13-cv-208-KS-MTP. **Deposition.**

Damages claim for alleged environmental contamination.

- 2015** *AES Enterprises, Inc. v. Ken-Kel Management Services, Inc., et al.* In the Circuit Court of Tate County, Mississippi. Cause No. CV2014-53-SMT. **Deposition.**

Dispute alleging breach of contract and tortious interference related to selling two McDonald's restaurants.

- 2015** *Adolfo P. Morales v. Jackson HMA, Inc. d/b/a Central Mississippi Medical Center*. In the Circuit Court of the First Judicial District of Hinds County, Mississippi. Civil Action No. 251-05-1100 CIV. **Deposition.**

Economic damages in a breach of contract dispute between a physician and a hospital.

- 2015** *Derek A. Wyatt v. Richard F. "Dickie" Scruggs, et al.* American Arbitration Association Case No. 69 194 Y 000101 13. **Arbitration testimony.**

Dispute over the division of legal fees brought by an attorney against his former employers.

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