

Nataliya Kalava, CVA, ABV, MAFF, CMEA

ONE10 | Partner



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SUMMARY

Ms. Kalava: Financial Expert | Business Valuation | FP&A | Educator

Ms. Kalava is a skilled financial expert with nearly 15 years of professional experience in business valuation, public accounting, and financial planning and analysis (FP&A). Specializing in working with private, closely-held companies, she brings extensive expertise and insight to her clients.

Nataliya's passion for finance extends beyond her professional work. She is an Adjunct Finance faculty member at the University of Tampa, where she teaches corporate finance and investment courses to undergraduate students. Additionally, she actively prepares and delivers Continuing Legal Education (CLE) courses accredited by the Florida Bar, focusing on business valuation and litigation/economic damages topics.

Nataliya's expertise and dedication have earned her recognition in the financial community. She serves as a board member for the Business Transition Council of Tampa Bay and is an Editorial Board Member for QuickRead, a publication by the National Association of Certified Valuators and Analysts (NACVA). Furthermore, she contributes her insights as a Valuation Credentialing Board Member for NACVA, shaping the standards and practices in the field.

EDUCATION

The University of Tampa, Tampa, FL

Master of Science, Finance (MS)

Bachelor of Science, International Business and Management, minor in Finance

Page | 1



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University of Oxford, Oxford, United Kingdom, Associate Member

Topics of Focus: Strategic Corporate Expansion into the Global Markets
(Said Business School), Economics of the European Union (Queens College)

ACADEMIC HONORS: Alpha Chi; Beta Gamma Sigma; Dean's List, Magna Cum Laude

PROFESSIONAL CREDENTIALS & ORGANIZATIONS

- **CVA** (Certified Valuation Analyst): National Association of Certified Valuators and Analysts, Member and Practitioner
- **MAFF** (Master Analyst in Financial Forensics): National Association of Certified Valuators and Analysts, Member and Practitioner
- **ABV** (Accredited in Business Valuation): AICPA Non-CPA Member
- **CMEA** (Certified Machinery and Equipment Appraiser)

Board Member

- Business Transition Council of Tampa Bay
- Quick Read Editorial Board Member (NACVA)
- NACVA Valuation Credentials Board Member

Extensive Continuing Professional Education (CPE) in Business Valuation and Litigation Support Fields:

- Valuation Consideration for Non-Fungible Tokens or NFTs, Conference Presentation, NACVA, and the CTT's Conference: Business Valuation & Financial Litigation Super Conference, December 13-17, 2021, in Ft. Lauderdale, FL or virtually
- Valuation of Businesses, Securities & Intangible Assets for Bankruptcy Purposes (2022)
- Financial Forensics Workshop (2021)
- Forensic & Valuation Services AICPA Conference (2020): Planning Credible Lost Profits Analyses for Experts, Cost of Capital in Turbulent Times, the OPM Backsolve Method in Common Stock Valuation: A Fair Value Update, Balance Sheet Considerations in Income-Based Valuations, Discounted Cash Flows: Factoring In the Future, Valuing S Corps and Other Flow-Through Entities Post TCJA, Market Approach: How Similar is Too Similar, Advanced Valuation Issues in Gift and Estate Tax
- Financial Triage COVID-19, Personal Economic Damages, Economic Damages in COVID-19, etc.



VALUATION & LITIGATION EXPERIENCE

- Estate and Gift Tax Valuations
- Economic Damages/ Lost Profits Calculations and Consulting
- Intellectual Property/ Patent, Brand Name, Tradename, etc. Valuations
- Financial and Tax Reporting (Purchase Price Allocation, Goodwill Impairment Testing)
- Transaction Support
- SBA/ Lending Purposes Valuations
- Marital Dissolution Valuations
- 409A Equity Valuations
- Sale or Merger Transactions (Partner Buy-Ins and Buy-Outs)

EMPLOYMENT AND PROFESSIONAL EXPERIENCE

- **ONE10 Advisors (American Valuations)**

Partner | Valuation Services

Tampa, Florida



- **NAMBRI Technologies, LLC**

Co-Founder and Managing Member

Tampa, Florida | Boston, MA



- **Ultrasound Experts LLC**

Chief Financial Officer

Tampa, Florida



- **Tampa PainMD**

Chief Financial Officer

Tampa, Florida



- **Equinix Inc.** (Fortune 500 Company) (NASDAQ: EQIX)

Senior Financial Analyst

Tampa, FL, and Redwood City, California



- **Humana At Home** (subsidiary of Humana (NYSE: HUM), Fortune 500 Company)

Financial Consultant

Humana



St. Petersburg, Florida, and New York, New York

- **BDO LLP** 
Senior Valuation Associate
Nationwide (US) and New York, New York
- **Sigma Valuation Consulting Inc.**
Valuation Analyst 
New York, New York
- **PriceWaterhouseCoopers (PwC)** 
Assurance Specialist
Nationwide (US) and Tampa, Florida

FACULTY & LECTURER

The University of Tampa - Finance Faculty Member: Corporate Finance and the Investments, Financial Statement Analysis, Time Value of Money, Bonds and Stock Valuation, Investment Decision Rules and Capital Budgeting and Risk and Return, Cost of Capital

PROFESSIONAL & INDUSTRY AFFILIATIONS

- National Association of Certified Valuators and Analysts (NACVA)
- American Institute of Certified Public Accountants (AICPA)
- NEBB Institute
- National Association of Government Guaranteed Lenders (2019 NAGGL)
- Florida Association of Government Guaranteed Lenders (2021 - 2022 FLAGGL)
- Business Transition Council of Tampa, Board Member 2020 - current
- South Tampa Chamber of Commerce
- Florida Business Brokers (2018 - 2019, 2022 Affiliate Member)

PRESENTATIONS, PUBLICATIONS & MEDIA

- Partnerships Buyouts Presentation | Independent Electrical Contractors chapter (IEC) Developing the Electrician Profession | IEC Florida West Coast | at the Bascom Chop House located at 3665 Ulmerton Road Clearwater FL 33762, March 12, 2025;
- Valuing Daycare and Early Learning Centers, QuickRead by NACVA, <https://quickreadbuzz.com/2025/02/26/business-valuation-nataliya-kalava-valuing-daycare-and-early-learning-centers/>, February 26, 2025;
- Valuing Machinery and Equipment, QuickRead by NACVA, <https://quickreadbuzz.com/2024/08/21/litigation-nataliya-kalava-valuing-machinery-and-equipment/>, August 21, 2024;
- Core Elements in Quantifying Lost Profits, QuickRead by NACVA, <https://quickreadbuzz.com/2024/07/02/litigation-nataliya-kalava-core-elements-in-quantifying-lost-profits/>, July 2, 2024;
- Essential Guide to Gift Tax and Estate Planning, QuickRead by NACVA, <https://quickreadbuzz.com/?s=nataliya+kalava> | May 1, 2024;
- Quantifying Economic Damages CLE Webinar Presentation | January 5, 2024;
- Value Drivers for Healthcare Services and Medical Practices, Publication, QuickRead by NACVA, <https://quickreadbuzz.com/2024/01/03/bv-nataliya-kalava-value-drivers-for-healthcare-services-and-medical-practices/> | January 3, 2024;
- The Power of Artificial Intelligence and Machine Learning, Publication, QuickRead by NACVA, <https://quickreadbuzz.com/2023/09/06/business-valuation-nataliya-kalava-the-power-of-artificial-intelligence-and-machine-learning/> | September 6, 2023;
- Revenue Drivers and KPIs in the Realm of Business Valuation | QuickRead, NACVA | June 30, 2023 <https://quickreadbuzz.com/2023/06/20/business-valuation-nataliya-kalava-revenue-drivers-and-kpis/>;
- Business Valuation for SBA Lending | Live Webinar Presentation | American Valuations 4326 W El Prado Blvd., Suite 11, Tampa, FL 33629 | March 16, 2023;
- Business Valuation for Gift & Estate Tax Planning Purposes CLE | Live CLE Webinar Presentation | Live Webinar | American Valuations 4326 W El Prado Blvd., Suite 11, Tampa, FL 33629 | March 9, 2023;
- Inspiring and Empowering Great People to Turn Worthy Dreams into Valuable Legacies | Publication | QuickRead by NACVA, <https://quickreadbuzz.com/2023/03/08/business-valuation-kalava-stephens-inspiring-and-empowering-great-people/> | March 8, 2023;
- Valuation Consideration for Non-Fungible Tokens or NFTs | Conference Presentation | NACVA and the CTI's Conference: Business Valuation & Financial Litigation Super Conference, December 13-17,

2021, in Ft. Lauderdale, FL or virtually on December 16, 2022;

- Key Insights into Valuing Companies in the Real Estate Sector | Publication | QuickRead by NACVA <https://quickreadbuzz.com/2022/12/07/business-valuation-kalava-mckown-key-insights-into-valuing-companies-in-the-real-estate-sector/> on December 7, 2022;
- Business Valuation for Attorneys CLE | Webinar CLE Presentation | Live Webinar; American Valuations 4326 W El Prado Blvd., Suite 11, Tampa, FL 33629 on November 15, 2022;
- 2022 September YTD - Market Trends & Insights Presentation for Business Transition Council of Tampa Bay at Mortellaro Law: 4102 W. Linebaugh Avenue, #100, Tampa, FL 33624 on October 4, 2022;
- Business Valuation Lunch & Learn + Network Presentation at the Tampa Club 101 E Kennedy Blvd., Unit 4200, Tampa, FL 33602 on July 14, 2022;
- Bankruptcy and Difficult Valuation Issues Webinar Presentation, Continuing Legal Education, Strafford Publications | 590 Dutch Valley Road NE | Atlanta, GA 30324 on June 28, 2022;
- Business Transaction Council of Tampa Bay, Virtual Educational Panel Discussion, Topic: What is it that buyers want and must have for a valuable business? January 2022;
- Around the Business Valuation World, presentation to Business Brokers of Florida Organization at Centre Club 123 S West Shore Blvd 8th Floor, Tampa, FL 33609, December 16, 2021;
- Business Valuation for Attorneys Lunch and Learn, Continuing Legal Education (CLE Course) at Hyde House, 1646 W Snow Ave, Tampa, FL 33606, July 2021;
- Valuation Consideration for Non-Fungible Tokens or NFTs, QuickRead by NACVA, May 12, 2021 <http://quickreadbuzz.com/2021/05/12/nataliya-kalava-valuation-consideration-for-non-fungible-tokens-or-nfts/>;
- Business Valuations for SBA Lending Programs, QuickRead by NACVA <http://quickreadbuzz.com/2021/04/28/nataliya-kalaya-business-valuations-sba-lending/>, April 28, 2021;
- Continuing Legal Education Workshop, Business Valuation for Attorneys (Florida Bar Accredited Course), 5.5 credits and litigation credits, January 18, 2020; 1001 N Florida Ave, Tampa, FL 33602;
- Florida CFO Group, Business Valuation Strategies, and Topics, January 11, 2020, 1800 Grant Street, Tampa 33605;
- BTC of Tampa (Business Transition Council), Business Valuation Strategies for Business Owners, November 5, 2019, 1 N Dale Mabry Hwy #450, Tampa, FL 33609;
- Continue Legal Education (CLE) Business Valuation for Attorneys, Tampa, FL, October 5, 2019;

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- Where Is Blockchain Technology Going In The Next 5 Years? 10 Experts Weigh In <https://cryptoradar.org/where-is-blockchain-technology-going-in-the-next-5-years-10-experts-weigh-in/> July 2019;
 - Economic Damages in Not-for-Profit Entities, NACVA Publication, <http://quickreadbuzz.com/>, July 2019;
 - Founder and Finance Professional Helps Companies with Business Valuation. <https://www.podbean.com/4.18.019>;
 - Tampa Bay Business Journal - People on the Move. <https://www.bizjournals.com/> 2.6.2019;
 - NACVA, CTI, QuickRead - Healthcare Top Story: What Do Physician Business Owners Think About the Business of Healthcare. <http://quickreadbuzz.com/> 2.6.2019;
 - U.S. News & World Report - Money Section: 6 Economic Indicators to Understand. If you're worried about the health of the economy, look at these important metrics. <https://money.usnews.com/> 1.11.2019;
 - U.S. News & World Report - Money Section: Ready to give your budget an overhaul? Consider cutting back on these expenses <https://money.usnews.com/> 12.30.2018;
 - CEO Blog Nation: Entrepreneurs Share Their Best Business Tips <https://rescue.ceoblognation.com/> 11.21.2018;
 - Newswire: Breezin' Magazine announces the official list of finalists that will be featured in the 40 Under 40 article in the next issue. The magazine will launch on September 29, 2018. <https://www.newswire.com> 9.17.2018;
 - CEO Blog Nation: Entrepreneurs List Their Favorite Inspirational Business Books - <https://teach.ceoblognation.com> 9.16.2018;
 - 11 Of The Biggest Risks To Your Financial Success - <https://financeandmarkets.com/financial-success/> 7.20.2018;
 - CEO Blog Nation: Entrepreneurs Share Their Thoughts on the Future of Business 7.15.2018;
 - "Valuing Customer Relationships" CPE Webinar Presentation BDO LLP, New York, NY 2014;
 - "Valuing Closely Held Companies" CPE Webinar Presentation BDO LLP, New York, NY 2012;
 - "Discounts and Premiums" Discussion Forum Presentation in New York, New York 2011.

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Expert Witness

Case	Jurisdiction	Case Number	Year Retained	Matter	Attorney	Note
NORTH HILLSBOROUGH PROPERTIES, INC. vs. AMERI-TECH REALTY, INC.	IN THE CIRCUIT COURT OF THE THIRTEENTH JUDICIAL CIRCUIT IN AND FOR HILLSBOROUGH COUNTY, FLORIDA	17-CA-001978	2020	Lost Business Value (Economic Damages)	George Harder	Arbitration Trial 3/20
FA Claims Acquisition LLC (Facing Addiction with NCADD, Inc.)	UNITED STATES BANKRUPTCY COURT SOUTHERN DISTRICT OF NEW YORK	19-11854 (MKV)	2021	Bankruptcy/ Economic Damages	Brian Hausmann	Report/ Mediation/ Settled
SMYK'S BRICKS, LLC vs. WINBRAN, INC.	IN THE CIRCUIT COURT OF THE THIRTEENTH JUDICIAL CIRCUIT IN AND FOR HILLSBOROUGH COUNTY, FLORIDA	18-CA-006087	2021	Lost Profits	Jessica Mazariego	Review/ Consulting
TS4LIFE, INC., CITY OF LIFE MINISTRIES vs. CENTURY ROOFING SPECIALISTS, LLC	IN CIRCUIT COURT OF THE NINTH JUDICIAL CIRCUIT IN AND FOR ORANGE COUNTY, FLORIDA	2017-CA-009567-0	2019	Lost Profits and Lost Business Value	Derek Metts	Deposition/ Settled
Rosler Construction	Pasco County	512019DR 005822D RAXWS	2020	Dissolution of Marriage	Eugene Beil	Report

Kathryn Linn PA	SUMTER COUNTY, FLORIDA	60-2019- DR- 000567	2021 - 2023	Dissolution of Marriage	Thomas Luka / Jennifer Jacobs / Lucid Legal, PLLC	Report/ Deposition/ Trial 1/9/24
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