

## **Holly Rook, Business Valuation Leader**

*Business Valuation and Litigation Services*

### **PROFESSIONAL EXPERIENCE**

Holly Rook leads the business valuation services department at Adams Brown. She has provided valuation services for 20 years to a variety of companies. She specializes in valuations for buy/sell for owners, gift and estate transfers, Employee Stock Ownership Plan administration, 409a reporting, financial reporting and other purposes.

She uses a consultative approach to help every owner understand the valuation conclusion.

### **PROFESSIONAL DESIGNATIONS**

Accredited Senior Appraiser (ASA) of the American Society of Appraisers

### **EMPLOYMENT HISTORY**

Pinion Global (formerly known as KCoe Isom) – Business Valuation Manager	2018 to 2023
Allen, Gibbs, & Houlik – Business Valuation Manager	2015 to 2018
Independent Contractor – Business Valuation Consultant	2013 to 2015
RSM US, LLP – Business Valuation Senior Associate	2006 to 2012
Pinion Global (formerly known as KCoe Isom) – Business Valuation Associate	2003 to 2006

### **PROFESSIONAL/CIVIC MEMBERSHIPS & ACTIVITIES**

Kansas City Chapter of American Society of Appraisers  
National Center for Employee Ownership

### **PRESENTATIONS / WEBINARS**

Managing Your Company Like the Investment It Is – Pinion Global webinar (2022)  
A Business Owner’s Guide to Business Valuation – AGH University webinar (2018)  
Purchase Price Trends and Tips, Valuation for Commercial Banks – AGH University webinar (2016)  
Business Valuation Trends, Small to Mid-Size Businesses (co-presenter) – Kansas Family Business Forum (2016)  
From Moonshine to Champagne - AGH University webinar (2016)

