

MEDIA KIT

H. Barry Goodman CEPA, CPA, CMAA, CVGA

Expert in guiding privately held businesses to successful outcomes in driving revenue, accelerating value, and solving the friction riddled journey of business transitions.



A quick assessment and baseline for achieving your business transition goals. Learn what your business is worth today, and what operational levers will drive the value of your business up or down. Assess your personal readiness for transition and how to plan for the best outcome.

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87%

of all companies in the US are privately held.
(Source: SBA.gov)

60%

of businesses do not have a transition plan.
(Source: Wilmington Trust Survey)

100%

of businesses are impacted by Covid-19.

We are in unprecedented times, as businesses everywhere are challenged with disrupted supply chains, unpredictable forecasts and an uncertain future. With privately held companies accounting for the lion share of US businesses, navigating these times and restoring, sustaining and growing value for a current or future transition of ownership requires skilled leadership.



www.birkdaletransition.com

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Barry Goodman is a leading expert and ally to privately held companies, with decades of experience, an arsenal of value generating tools and sage advice (for business and golf!).

Engage with Barry on topics such as:

Can I Afford To Sell?

The inner game of business and the life you wish to lead

The Covid Cure for Business

An opportunity to rethink your supply chain

Show Me Your Friends, and I'll Show You Your Future, the role of key advisors

Risky Business, Safe Solutions

All In The Family

The secrets of successful generational business transitions and peaceful Thanksgivings

The Business of Making Life Easier

Advocating for the Outcome during business transitions

Show Me The Money!

Why private equity is interested in small business

Transitioning your Business Playbook

Key moves to ensure the ideal outcome

The 7 Secrets of Business Value and Big Multiples



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About H. Barry Goodman

Barry grew up in a business owning family. His father was a distributor of electrical supplies and lighting fixtures in the northwest suburbs of Chicago. Through the experience of working in his father's business, at a very young age, the challenges of being a family in business are ingrained in his soul.

Having chosen not to go into his family's business, he became a Certified Public Accountant and owned a CPA firm for over 20 years. Barry facilitated his own transition to be a founding partner in a firm that grew to become one of the most successful middle-market firms in Chicago. The lessons he learned from the business owning families he served, grew a reputation for recognizing a business' strengths and challenges and identifying what could hold it back or push it to the next level. Seeing business owners make good and poor business and transition choices fueled his passion for families-in-business.

- Certified Exit Planning Advisor (CEPA) in 2010, Certified Merger Acquisition Advisor (CMAA), and Certified Value Growth Advisor in 2016 (CVGA) and in 2014 received an Advanced Certificate in Family Business Advising bestowed from the Family Firm Institute.
- Managing Director of Birkdale Transition Partners, thought leader as an Advocate for the Outcome[®] and Can I Afford to Sell?[™]
- Author, "Is that All My Company Is Worth? Eight Steps to Take Now for a Higher Valuation," and guest contributor to the Family Firm Institute Publication, The Practitioner.
- Speaker, Business Value Acceleration and Transition-Readiness
- Speaker, Family Business. What Stands in the Way of Your Business Transition.

To book H. Barry Goodman for your Podcast, Publication, Speaking Engagement or Licensing Opportunities:

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