

Bryce Erickson, ASA, MRICS

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PROFESSIONAL EXPERIENCE

Bryce Erickson, Senior Vice President, has been involved with hundreds of valuation and related engagements since his entry into the valuation profession in 1998. These engagements have been conducted for the purposes of mergers and acquisitions, buyouts, buy-sell agreements, financial reporting, estate and gift taxes, allocation of purchase price, litigation support, financing, and business planning.

In addition, Bryce has experience in valuing a wide variety of intangible assets such as patents, customer lists, trademarks, contracts, and others.

Bryce has experience performing lost profits analyses and economic damage studies. He has testified in both state and federal court in support of his opinions.

He publishes research related to the oil & gas industry and is a regular contributor to Mercer Capital's blog, *Energy Valuation Insights* and the Energy sector of *Forbes.com*. Additionally, he presents on various valuation topics to attorneys, accountants and business professionals for the purposes of educating the public in valuation matters related to gift and estate, mergers and acquisitions and litigation support.

Prior to joining Mercer Capital, Bryce was the Managing Director of Erickson Partners, Inc., a business valuation and advisory firm based in Dallas, Texas. In July 2015, Erickson Partners merged with Mercer Capital. Prior to Erickson Partners, Bryce was with Prudential Capital Group, a leading provider of private capital with a \$34 billion portfolio, in their Dallas office. During his tenure he was an integral member of deal teams that underwrote, structured and closed over a dozen transactions totaling more than \$550 million in committed capital including senior debt, subordinated debt, mezzanine and equity in a variety of industries including an emphasis in energy. He also monitored, reviewed and annually performed credit analysis of a \$3 billion portfolio. Before his term at the Prudential Capital Group, he worked at KPMG LLP in their Global Financial Strategies practice in Dallas, Texas.

PROFESSIONAL DESIGNATIONS

Accredited Senior Appraiser (The American Society of Appraisers)

Member of Royal Institute of Chartered Surveyors (Royal Institute of Chartered Surveyors)

PROFESSIONAL MEMBERSHIPS

The American Society of Appraisers
The Royal Institute of Chartered Surveyors
The Financial Consulting Group

MERCER CAPITAL INDUSTRY COVERAGE PUBLICATIONS

Energy Valuation Insights Blog, A weekly update on issues important to the oil and gas industry, Mercer Capital

Value Focus: Exploration & Production, Quarterly Publication, Mercer Capital

PUBLISHED ARTICLES

“Do Oil And Water Mix? The Biggest Energy IPO Of 2019 Might Answer That Question,” *Forbes.com*, September 13, 2019

“Valuations In The Permian: Gearing Up For The Long Haul Or Running In Place?” *Forbes.com*, July 5, 2019

“2019 Eagle Ford Shale Economics: Challenging For Valuation Title Belt,” *Forbes.com*, April 23, 2019

“Supply Management: How The Market Is Handling Capital And Crude In 2019?” *Forbes.com*, February 28, 2019

“Do The Upstream Sector’s Mosaic Of Indicators Create A Clear Picture?,” *Forbes.com*, January 29, 2019

“Falling Oil Prices Are Not The Only Thing Bridling Upstream Valuations,” *Forbes.com*, December 19, 2018

“Haynesville's Gigantic Gas Resurgence Could Be A Winner In LNG Export Race,” *Forbes.com*, November 14, 2018

“Pro Sports Player Contract Valuations And The New Tax Law” with Don Erickson, ASA, *Mercer Capital Whitepaper*, November 2018

“Royalty MLPs Are Devouring Mineral Assets To Fund Growing Investor Appetites,” *Forbes.com*, October 26, 2018

“BP & Diamondback Mergers Set Q3 Tone For Upstream Producers,” *Forbes.com*, October 10, 2018



Biographical Sketch

“Energy Future Holdings: Valuation Issues Hover Over Bankruptcy Proceedings,” with Donald Erickson, *The Texas Lawbook*, July 2014

“NBA Team Values: Three Ways Mark Cuban and Some of His Owner Brethren Are Cashing In,” *The Texas Lawbook*, March 2014

“Bridging Valuation Gaps for Undeveloped and Unproven Reserve,” with Donald Erickson, *Oil & Gas Financial Journal*, May 2011

SPEAKING ENGAGEMENTS

“A&D Roundtable: Exits & Entrance,” co-presenter, *2019 DUG Eagle Ford Conference*, September 26, 2019

“Issues in Professional Sports Valuation,” with Kevin G. Kane, CFA, ASA, *2019 ASA Advanced Business Valuation Conference*, August 26, 2019

“Put a Number on It: How to Evaluate Minerals,” with BJ Brandenberger, *2019 DUG Permian Basin Conference Minerals Forum*, April 15, 2019

“Business & Intangible Asset Valuations: When You Need One and Why,” *Dallas CPA Society Convergence*, Dallas, Texas, May 11, 2018

“Valuation of Assets and Companies for Sale or Divorce: Oil and Gas Examples,” with Donald Erickson, ASA, *Fort Worth Tax Institute*, Fort Worth, Texas, August 7, 2015

EMPLOYMENT

Mercer Capital Management, Inc.

Senior Vice President, July 2015 to present

Erickson Partners, Inc.

Managing Director, 2012 to June 2015

Vice President, 2003 to 2012

Prudential Capital Group

Senior Investment Analyst, 2002 to 2003

Analyst, 2000 to 2002

KPMG, LLP

Senior Consultant, 1998 to 2000



EDUCATION

Baylor University, Waco, Texas (B.B.A.)

