

Donald Erickson, ASA

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PROFESSIONAL EXPERIENCE

Don Erickson, Managing Director, has managed over 1,500 valuation engagements since his entry into the valuation profession in 1972. These engagements have been conducted for the purposes of litigation, merger and acquisition, financing, allocation of purchase price, estate and gift taxes, employee stock ownership trusts, and business planning.

He has testified numerous times in support of his opinions. This testimony has been in support of valuation opinions of business enterprises and intangible assets. Don has also testified as to the fair value of stockholder interests, valuation-related accounting issues, solvency issues, lost profits, economic and financial damages to business interests. His testimony experience has been both in deposition and trial in both state and federal cases up to and including the U.S. Supreme Court.

Don has been responsible for valuations in a diverse range of industries on both a national and international level. He has valued both enterprise and minority stock valuations. He has extensive experience in valuing patents, trade secrets, computer software, customer lists, trademarks and other intangible assets.

Prior to joining Mercer Capital, Don was the President and Managing Partner of Erickson Partners, Inc., a business valuation and advisory firm based in Dallas, Texas. In July 2015, Erickson Partners, Inc. merged with Mercer Capital. Prior to founding Erickson Partners, Don was a former Senior Partner with Ernst & Young LLP's Corporate Finance Practice where he served as National Partner in Charge of the valuation practice.

PROFESSIONAL DESIGNATIONS

Accredited Senior Appraiser (The American Society of Appraisers)

PROFESSIONAL MEMBERSHIPS

American Society of Appraisers

Past National Chairman, Business Valuation Committee

The Financial Consulting Group

PUBLISHED ARTICLES

“Major League Sports Teams’ Valuations: Beware of Averages and the DCF Method,” *Mercer Capital Value Matters*, Issue No. 3., 2020

“The Moral of the Story: Passing the ‘Reasonable Certainty’ Test in an Economic/Financial Damages Engagement,” *Mercer Capital Value Matters*, Issue No. 1., 2020

“The Moral of the Story: The Importance of Investigating and Supporting All Major Valuation Assumptions,” *Mercer Capital Value Matters*, Issue No. 2., 2019

“The Moral of the Story: What Not to Do When Valuing a Retail Company,” *Mercer Capital Value Matters*, Issue No. 2., 2019

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

“Value Driver Considerations in Appraising Sports Franchises,” with Drew Dorweiler, MBA, CPA, ABV, CBV, ASA, CBA, CFE, CVA, FRICS, *Business Valuation Alert*, January 2015

“Exploring The Major League Baseball Value Explosion,” *The Value Examiner*, September/October 2014

“Are There Really Two NHLs?” Erickson Partner’s *Valuation Viewpoint*, October 2014

“Does the Clippers \$2 Billion Deal Make Sense?” Erickson Partner’s *Valuation Viewpoint*, August 2014

“Minority Value Multiples Can Trade Higher Than Enterprise Value Multiples,” Erickson Partner’s *Valuation Viewpoint*, July 2014

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

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



SPEAKING ENGAGEMENTS

“Power Panel: Industry Insights,” with Bryce Erickson, ASA, MRICS, and Jay Fishman, FASA, *Business Valuation Resources*, April 14, 2022

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

“Sports Franchises & Related Media Assets,” with Michael K. Ozanian, Executive Editor, *Forbes*, ASA *Advanced Business Valuation Conference*, San Antonio, Texas, October 15, 2013

EMPLOYMENT

Mercer Capital Management, Inc.

Managing Director, July 2015 to present

Erickson Partners, Inc.

Owner, 2003 to June 2015

Ernst & Young LLP

Partner, 1984 to 2003

EDUCATION

Post graduate studies in investment analysis from the American Institute of Real Estate Appraisers and real estate appraisal courses, UCLA Extension

University of Oregon, Eugene, Oregon, (M.B.A.)

University of Santa Clara, Santa Clara, California (B.S.)

