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## **Robert Cronin Joins Reznick Group as Principal in Valuation and Transaction Advisory Practice**

Top 20 CPA Firm Expands National Valuation and Transaction Advisory Presence in Midwest



**November 15, 2010** (Bethesda, Md.) – Reznick Group, a top 20 national CPA firm, today announced that Robert E. Cronin has joined the firm as a principal in the Valuation and Transaction Advisory Group (VTAG). Based in Reznick Group’s Chicago office, Cronin will help lead the national expansion of the VTAG practice by managing business, intangible asset and real estate valuation engagements for the firm’s growing list of clients.

Cronin joins Reznick Group from CBIZ Valuation Group in Chicago where he was a managing director and head of the Midwest Region. In that capacity, Cronin supervised valuations and analyses of public and privately-held businesses, financial securities, intangible and tangible assets for companies with values ranging from less than \$5 million to more than \$10 billion.

“Bob Cronin brings to Reznick Group a deep understanding of changing reporting and tax guidelines that make valuations and financial transactions more challenging today than ever before,” said Ken Baggett, Reznick Group Managing Principal and CEO “We look forward to putting Bob’s experience in a wide range of industries to work for our clients and for our growing national practice.”

“Reznick Group’s national prominence and industry experience both inside and out of real estate provides a tremendous opportunity to serve the growing valuation and transaction advisory needs of a diverse list of clients,” Cronin said. “I am proud to join an outstanding VTAG team while helping Reznick Group expand its service offerings to companies throughout the Midwest and across the country.”

### **About Cronin**

Cronin brings to Reznick Group more than 17 years of diversified valuation and transactional advisory experience. As Managing Director of CBIZ Valuation Group, LLC, he conducted valuations and analyses for many types of companies for the purposes of strategic planning, financial planning and reporting, tax planning and reporting, sale or repurchase transactions, corporate recapitalizations, buy-sell agreements, and dispute resolution. Prior to CBIZ, he was a vice president with Valuation Research Corporation and a senior manager with the Valuation Services Practice of KPMG LLP/KPMG Consulting.

Cronin earned a B.A. from Colorado State University and an MBA in finance from the University of Colorado. He is a member of the American Society of Appraisers, the Association for Corporate Growth, the Turnaround Management Association, and the Institute of Management Consultants. Cronin is also an Accredited Senior Appraiser (ASA) by the American Society of Appraisers specializing in business valuation, and is a Certified Management Consultant (CMC) by the Institute of Management Consultants.

### **About Reznick Group**

Reznick Group is a top 20 national public accounting firm providing accounting, tax and business advisory services to clients nationwide. The firm's industry experience includes affordable housing, financial services, renewable energy, healthcare, nonprofits, professional services, commercial real estate and technology. For more information, visit [www.reznickgroup.com](http://www.reznickgroup.com).