

MARK G. JONES, BCOM, CPA, CA, CBV

Founding Partner - Jones & Lamb LLP

We are a boutique firm of Chartered Professional Accountants and Chartered Business Valuators in the greater Edmonton area in Alberta, Canada. We founded Jones & Lamb LLP with the vision of creating **Value** through **Innovation**. We strive to provide that Value by blending our subject matter expertise with our data science and programmatic toolkits, by being creative, and by striving to make the complex appear simple. Our toolkits are ever expanding. We strive to keep learning, exploring, re-thinking, and challenging ourselves and the status quo. An example of this is the writing and development of our own software for the preparation of damage quantification calculations and reports.

EDUCATION

2007
|
2005

Canadian Institute of Chartered Business Valuators

Chartered Business Valuator (CBV)

 Canada

Obtained the Chartered Business Valuator designation in November of 2007

Awards:

- Earned the top mark in Canada in the Introductory Business and Securities Valuation course (June 2006)
- Earned the top mark in Canada in the Litigation Support II course (May 2007)

2003
|
2000

Chartered Professional Accountants of Alberta

Chartered Professional Accountant (CPA), Chartered Accountant (CA)


 Alberta

Obtained the Chartered Account (CA) designation in January of 2003, and, upon the merging of the Canadian accounting bodies, obtained the Chartered Professional Accountant (CPA) designation in July of 2015.

2000
|
1996

University of Saskatchewan

Bachelor of Commerce (BCom), Major in Accounting

 Saskatoon, Saskatchewan

Obtained a Bachelor of Commerce degree with great distinction (great distinction being awarded to those with an average above 80%), majoring in accounting from the University of Saskatchewan in April of 2000.


Awards:

- Received the Harold Milavsky Award in Accounting in recognition of being one of the top two accounting students from the University of Saskatchewan to begin articles in Alberta.




CONTACT INFO

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For more information, feel free to
contact me at the above
coordinates.

SKILLS

Financial Litigation Support

Business Valuations

Guideline Income and Division of
Matrimonial Property

Programming Languages
> (R, CSS, Markdown, VBA, Python)

Data Science

ENGAGEMENT EXPERIENCE

● Financial Litigation Support Engagements

- Preparation of expert reports (including the provision of signed **Form 25 Expert Report** statements for filing with the Court of King's Bench of Alberta).
- Expert reports in **matrimonial matters** (business valuation and guideline income), **personal injury**, dependency damages in **fatality** matters, loss of income in breach of contract matters, business interruption.
- Attendance at Judicial Dispute Resolution.
- Involved in Alberta Municipal Government Board matters involving market value aspects of the assessment of linear property.
- Involved in preparation of Written Argument and Reply in matter before the Alberta Utilities Commission.
- Quantification of damages pursuant to municipal and provincial expropriations of businesses.
- Planning and conducting investigative and forensic review engagements.
- Quantification of economic damages in a breach of contract action involving a pulp mill and a company operating an electric generation facility in Alberta.
- Comprehensive analysis of potential loan impairment of an Alberta gaming venture.

● Valuation Engagements

- Preparation of business valuation Expert Reports (including the provision of signed **Form 25 Expert Report** statements for filing with the Court of King's Bench of Alberta).
- Valuation of hundreds of companies for purposes of **division of matrimonial property, shareholder planning, potential acquisition, potential divestiture, business succession**.
- Related advisory services related to structure, terms, and corresponding after-tax proceeds to vending shareholder(s).
- Valuation of a company operating a tramway in the tourism industry in Alberta.
- Valuation of a business operating in the provision of two-way radio, data and wireless systems.
- Valuation of a land developer and builder of single family and multi-family residential housing.
- Valuation of a successful and growing software developer in Alberta.
- Valuation of a fast growing marketing agency in Alberta.
- Valuation of intellectual property and software of a clinical service provider to children with developmental disabilities.
- Valuation, advisory and due diligence services related to the potential acquisition of a subject company.



PROFESSIONAL EXPERIENCE

Current
|
April
2022

● **Founding Partner - Financial Litigation Support and Business Valuations**

Jones & Lamb LLP

📍 Greater Edmonton area, Alberta

- Expert Reports regarding Business Valuation, Financial Litigation Support, and Guideline Income.
- Development of web-based applications in the field of Financial Litigation Support and matrimonial matters.

February
2022
|
May
2005

● **Principal - Financial Litigation Support and Business Valuations**

Kingston Ross Pasnak LLP

📍 Edmonton, Alberta

- Promoted from Associate, Manager, Senior Manager to Principal during this time.
- Expert Reports regarding business interruption loss of income and saved costs related to construction delay.
- Expert Reports in Business Valuation and Financial Litigation Support, and Guideline Income.
- Investigative and forensic review engagements.

April
2005
|
1999

● **Previous experience**

Western Pontiac GMC / Deloitte LLP / Collins Barrow Red Deer LLP

📍 Red Deer and Edmonton, Alberta

- Responsible for cost accounting and financial reporting for an automotive dealership.
- Articles in assurance and auditing practice.
- Senior accountant in small business assurance group.
- Assisted in the information and technology area.



SKILL DETAIL

● **Financial Litigation Support**

Experienced in the quantification of economic damages in: personal injury, fatality, breach of contract, and construction delay matters.

● **Business Valuation**

Experienced in Business Valuation of a wide range of private companies for various purposes, including: matrimonial, tax/estate planning, transactions.

● **Guideline Income**

Experienced in the calculation of Guideline Income (Federal Child Support Guidelines).

● **Blend Subject Matter Expertise with Data Science and Programming**

Blending subject matter expertise (Financial Litigation Support and Business Valuations) with programming and data skills.

● **Programming Languages and Software Skills**

Skilled in R (including shiny and tidyverse), R Markdown, CSS, Excel (including Power Query and VBA), Power BI, Word.

● **In Progress**

Continuing development of skills in Python, Machine Learning (including TensorFlow, caret, xgboost, randomForest), database structure and query (SQL and NoSQL).



PUBLICATIONS / WEBINARS

October
2022



A Discussion on Data and Software

Technology - Lunch & Learn Webinar

📍 Alberta Civil Trial Lawyers Association

Mark Jones

November
2014



The Calculation of Child Support: A Basic Guideline

lawnow.org

📍 Alberta

Mark Jones