



AARON G. BALLARD, CPA/ABV

- EDUCATION**
- BBA, Accounting & Finance, Abilene Christian University, August 2008 (*Summa Cum Laude*)
 - Master of Accountancy, Abilene Christian University, May 2009
- PROFESSIONAL CERTIFICATIONS**
- Certified Public Accountant (CPA)
 - Accredited in Business Valuation (ABV)
- BUSINESS EXPERIENCE**
- Whitley Penn (October 2009 – Present)
 - Partner | Forensic, Litigation & Valuation Services
- RECENT PUBLICATIONS / SPEAKING ENGAGEMENTS**
- Quarterly Section Report, Family Law Section of the State Bar of Texas (2019–2024)
 - Author 21 articles written on business valuation topics
 - Trial Institute, Texas Academy of Family Law Specialists (Feb 2024)
 - Speaker/Participant
 - Monthly Meeting, Annette Stewart American Inn of Court (Oct 2023)
 - Speaker “Business Valuation Disputes: Understanding Differences and Attacking Weaknesses”
 - Monthly Meeting, Denton County Family Law Bar Association (Oct 2023)
 - Speaker “Business Valuation Disputes: Understanding Differences and Attacking Weaknesses”
 - Advanced Family Law, State Bar of Texas (Aug 2023)
 - Co-Author/Speaker “Characterization and Tracing”
 - Marriage Dissolution Institute, State Bar of Texas (Apr 2023)
 - Author/Speaker “Business Valuation Disputes: Understanding Differences and Attacking Weaknesses”
 - Trial Institute, Texas Academy of Family Law Specialists (Feb 2023)
 - Speaker/Participant
 - “Advanced on a Shoestring” Conference, Tarrant County Family Law Bar Association (Nov 2022)
 - Speaker “Tracing Separate Property”
 - New Frontiers in Marital Property Law, State Bar of Texas (Oct 2022)
 - Co-Author/Panelist “Brave New World: Identifying, Valuing, & Dividing Cryptocurrencies & Digital Assets”
 - Advanced Family Law, State Bar of Texas (Aug 2022)
 - Co-Author/Speaker “Tracing Separate Property: The Law, Methodology, & Expert (If You Have One)”
 - “Advanced on a Shoestring” Conference, Tarrant County Family Law Bar Association (Dec 2021)
 - Speaker “Tracing & Characterization”
 - Advanced Family Law, State Bar of Texas (Aug 2021)
 - Co-Author/Speaker “Tracing Techniques and Conveying the Information Effectively to the Court”
 - Marriage Dissolution Institute, State Bar of Texas (Apr 2021)
 - Co-Author/Speaker “Using Your Experts & Pandemic Valuations”
 - Monthly Meeting, Collin County Bar Association (Apr 2021)
 - Co-Speaker “Using Your Experts and Pandemic Valuations”
 - “Bench Bar” Conference, Dallas Family Law Bar Association (Feb 2021)
 - Speaker “Creative Valuation Strategies”
 - Advanced Family Law, State Bar of Texas (Aug 2020)
 - Co-Author/Speaker “With A Little Help From My Friends: Working with Financial Experts”
 - Handling Your First (or Next) Divorce Case, State Bar of Texas (Oct 2019)
 - Co-Author/Speaker “Property”
 - Marriage Dissolution Institute, State Bar of Texas (Apr 2019)
 - Co-Author/Speaker “Stay In Your Lane: The Proper Role of Financial Experts”
 - “Advanced on a Shoestring” Conference, Tarrant County Family Law Bar Association (Nov 2018)
 - Speaker “Tracing and Business Valuation”
 - “Bench Bar” Conference, Dallas Family Law Bar Association (Feb 2018)
 - Co-Speaker “Analyzing Tax Returns & Valuing Businesses on a Shoestring”
 - *Oil and Gas Investor* (Sep 2015)
 - Co-Author “Beyond Proved”
- AWARDS AND ACHIEVEMENTS**
- 2023 Joseph W. McKnight Award for Best Family Law CLE Article
 - 2022 AICPA Forensic and Valuation Services (FVS) Standing Ovation Award Recipient
 - 2019 “40 Under Forty” List – National Association of Certified Valuators and Analysts (NACVA)
 - 2010 Top Ten Award – Given to the ten Texas CPAs with the highest cumulative scores on the CPA Exam that year