



## Joe Laur, CPA, CVA

### Director

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Joe is a Director at The BERO Group, a firm providing litigation and valuation services. Joe is a Certified Public Accountant (CPA) and a Certified Valuation Analyst (CVA).

Joe provides accounting and financial consulting services pertaining to valuation and economic damages issues with an emphasis on commercial litigation and intellectual property matters. Joe has been designated as an expert and has testified in several commercial litigation matters in both federal and state courts. Joe has consulted on more than 100 litigation matters involving issues such as patent infringement, trademark infringement, trade secrets and breach of contract, among others. Joe's consulting experience has been in a number of different industries, including manufacturing, medical equipment, commercial goods, automotive repair equipment, real estate and agriculture.

Prior to joining the firm, Joe was a manager in the assurance and advisory department of a Big 4 public accounting firm in Milwaukee. In this role, Joe led numerous audit and consulting engagements and was also involved with several acquisitions and dispositions.

Joe received his BBA in Accounting from the University of Notre Dame.

Joe is a member of numerous professional organizations including:

- Wisconsin Institute of Certified Public Accountants
- American Institute of Certified Public Accountants
- National Association of Certified Valuation Analysts
- Licensing Executive Society (co-chair of the Wisconsin chapter, 2008 – present)