

Ken has been an executive in the equipment leasing industry since 1969, holding senior officer positions at several companies. He has also served as an expert witness and has testified or been deposed in over 25 cases involving leasing industry matters or contract disputes.



As head of Lake Forest, California based Goodman & Associates, he has consulted for a number of lessors on marketing, training, planning, personnel, portfolio administration, operations and corporate management matters.

In his thirty-five year leasing career he has helped build successful companies in both Illinois and California including three which made the Inc. 500 – two of them twice each. Along the way, he has trained or mentored a number of leasing executives, twelve of whom have gone on to be CEOs of their own companies.

In the marketing arena, he is considered an expert on marketing the small ticket and middle market equipment lease and has lectured extensively on the topic. He is the author of "The Equipment Salesperson's Guide To Leasing" and a co-author of "The Lease Professional's Handbook." He has also written numerous articles for both trade and general circulation publications on leasing, marketing and sales topics and has conducted seminars and training programs for the United Association of Equipment Leasing ("UAEL") and the National Association of Equipment Lease Brokers ("NAELB") as well as for numerous private clients.

He became a Certified Lease Professional in 1988, one of the first to earn the designation and later served as head of the Certification Board for UAEL.

In the management arena, he is an expert on residual portfolio administration, having managed this function for several companies (including one whose sole business was to acquire and administrate such assets). In this capacity he personally handled over 5000 maturing leases, dealt with just about every possible area of misunderstanding and dispute in lease contracts, many of which wound up in law suits.

Among the leasing organizations he has served are three who have made the "Inc. 500" list of the fastest growing companies in the U.S. (two of them twice each).

Mr. Goodman is a member of the Forensic Expert Witness Association and listed by Technical Advisory Services for Attorneys ("TASA"), Rominger Legal and on at least seven other expert witness directories and websites.

A larger representative client list and a more formal CV are available on request.