

## **Kenneth D. Goodman, CLP**

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Ken Goodman has been an executive in the equipment leasing industry for over 43 years, holding a variety of senior officer positions at a number of companies.

For the last ten years, and from time to time prior to that, he has been an independent consultant working with lessors, lease brokers and equipment vendors on marketing, training, planning, personnel, portfolio administration, operations and corporate management matters.

In addition, he has testified or been deposed in over forty cases involving equipment leasing matters including contract disputes, lessor-bank relations and collection matters in twelve different states and in both state and federal courts.

He has helped build successful companies in both Illinois and California including three which made the Inc. 500 list of the fastest growing private companies in the U.S. – two of them twice each. Along the way, he has trained or mentored dozens of leasing executives, many of whom have gone on to be CEOs of equipment leasing companies.

He is considered an expert on marketing the equipment lease and 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 numerous other 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.

He has attended dozens of seminars, conventions and meetings of the major leasing associations and has originated and funded independently generated lease transactions in the last few years, all in a continuing effort to stay current on developments and procedures in the industry.

He also has extensive experience in portfolio administration and residual value negotiations which gives him a unique perspective of "living" with the results of the credit and marketing decisions made at the "front end" of the transaction as well as dealing with assignments to and from banks and other funding sources.

In the course of managing a portfolio of over 4000 leases with aggregate equipment valuations in excess of \$100,000,000, he personally handled residual disposition negotiations and a number of litigations involving various contract enforcement matters. As a result of the latter he was deposed or testified in approximately twenty of those cases.

He is author or co-author of several lease and marketing related books as well as numerous articles on leasing for both trade and general circulation publications.

A CV including publications and recent expert witness assignments, is available on request.