

Marcus + Thomsen Inc. ::::

Business Valuation • Economic Analysis • Litigation Support

Burton H. Marcus, Ph.D., A.S.A.

Burton H. Marcus, Ph.D., A.S.A., is a founder and principal of Marcus & Thomsen Inc. He was previously a partner at Grobstein, Horwath & Company LLP, and prior to that an officer of Stonefield Josephson, Inc. Before that he was the founder and head of a business valuation and consulting firm located in southern California. Before devoting his total efforts to business valuation and consulting, Dr. Marcus was a full-time member of the faculty of the Graduate School of Business Administration at the University of Southern California, where he holds emeritus status.

Dr. Marcus has served as a consultant to regional, national, and international organizations and has in excess of 25 years of consulting and research experience with major corporations. He has published numerous articles and is the author of several college textbooks. He has been a frequent speaker and reviewer, a former consulting editor for Little, Brown & Co., and a director of educational programs for various associations. Dr. Marcus serves on the Board of Directors of several southern California and national organizations. Dr. Marcus is a senior member of the American Society of Appraisers in the Business Valuation discipline, was President of the Los Angeles Chapter, and a member of the ASA's subcommittee on education. Additionally, he was a member of the panel of arbitrators of the American Arbitration Association. Dr. Marcus has qualified and testified extensively as an expert witness on valuation and other business matters.

Education

Doctor of Philosophy in Business Administration, Northwestern University, Evanston, IL, 1965.

Master of Arts in Industrial Psychology, Syracuse University, Syracuse, NY, 1957.

Bachelor of Arts in Psychology, Queens College, Flushing, NY, 1956.

Professional Experience

Principal, Marcus & Thomsen Inc., El Segundo, CA, 2006 – present.

Partner, Grobstein, Horwath & Company, LLP, Sherman Oaks, CA, 2005 – 2006.

Vice President, Stonefield Josephson, Inc., Santa Monica, CA, 1997 – 2005.

President, Burton H. Marcus, Inc., Rolling Hills Estates, CA, 1992 – 1997.

Emeritus Associate Professor, Department of Marketing, School of Business Administration, University of Southern California, Los Angeles, CA, 1986 – present.

Executive Vice President and Director, HM&L, Los Angeles, CA, 1981 – 1992.

Consulting Marketing Editor, Little, Brown and Company, Boston, Massachusetts, 1980 – 1982.

Associate Professor, Department of Marketing, School of Business Administration, University of Southern California, Los Angeles, CA, 1972 – 1986.

President, National Research Center, Los Angeles, CA, 1972 – 1973.

Marketing Research Director, BL&D Advertising Agency, Los Angeles, CA, 1969 – 1970.

Assistant Professor, Department of Marketing, School of Business Administration, University of Southern California, Los Angeles, CA, 1966 – 1972.

Assistant Professor, Department of Business and Economics, Illinois Institute of Technology, Chicago, IL, 1962 – 1966.

Market Analyst, United States Rubber Company, Footwear and General Products Division, Mishawaka, IN, 1961 – 1962.

Assistant of Chief, Military Office Human Resources Research Office, United States Continental Army Command, Fort Monroe, VA, 1959 – 1960.

Market Analyst, General Electric Company, Television Receiver Division, Syracuse, NY, 1957.

Publications

Books:

Modern Marketing Management. (co-author) New York: Random House, 1980.

Marketing Analysis and Decision Making. Boston: Little, Brown and Company, 1979.

Modern Marketing. (co-author) New York: Random House, 1975.

Monographs:

Study of the Clerk's Office, United States Court. Central District of California. Los Angeles: University of Southern California, Research in Business and Economics, 1967.

Articles:

"Perspectives in Eminent Domain: Research Findings." *Right of Way.* April/May 1995, pp. 10-13.

"The Misinterpretation of Muller in Goodwill Loss Claims." (co-author) *Business Valuation Review.* May 19, 1989, p. 129.

"Definitional and Operational Perspectives on Business Goodwill." (co-author) *Business Valuation Review.* September 1988, p. 97.

"Valuing the Closely-Held Company: The Hewitson Case," (co-author) *Los Angeles Daily Journal,* January 25, 1985.

"Market Comparables in Valuation: The Lotz Case Revisited." (co-author) *Los Angeles Daily Journal.* June 24, 1983, p. 13.

"Tomorrow's Segmentation Strategies May Invite Social and Legislative Conflict." *Proceedings: The Academy of Marketing Science Conference*. May 1983.

"Product Development: The Need for Micro and Macro Concept Applications." *Proceedings: Conference in Marketing Theory*. February 1980.

"Is Marketing for Hucksters or Professionals?" *Marketing Views*. July 29, 1977.

"Marketing of Services." *Encyclopedia of Management*. New York: McGraw-Hill, 1977.

"Marketing for Pharmacists." *Pharmacy Business Management*. Miami: Symposia Specialists, 1977.

"Review: A Comparative Made-In Product Image Survey Among Japanese Businessmen via a Time Series." *President*. August 1976.

"A Comparison of Traditional and Multi-Media Mode Instruction." *Proceedings of the Fall Conference 1975*. Chicago: American Marketing Association, 1975.

"Marketing Education: Advanced Technology and Flexibility--a Multi-Media Approach to Teaching Marketing." *Proceedings of the Fall Conference 1974*. Chicago: American Marketing Association, 1974.

"Image Variation and the Multi-Unit Establishment." *Journal of Retailing*, v48 n2. Summer 1972.

"An Experimental Program for Educating Minority Students: One Program's Problems." *Personnel*. March-April 1971.

"The Effect of Nutrition Education Program at the Second Grade Level." (co-author) *Journal of Nutritional Education*. Fall 1970.

"Similarity of Ghetto and Non-Ghetto Food Costs." *Journal of Marketing Research*. August 1969.

"Government Marketing." *Proceedings of the Winter Conference 1967*. Chicago: American Marketing Association, 1968.

"Market and Product Differentiation of Selected Magazines." In *Marketing and Economic Development*, ed. Peter D. Bennet. Chicago, 1968.

"Are You Ready to be a V.P. of Purchasing?" *The Chicago Purchaser*. June 1966.

Association Positions, Lectures and Presentations

Instructor, Knapp Petersen & Clark LLP, "Key Issues in Valuation and Damage Reporting," Glendale, CA, August 2, 2005.

Instructor, Bernstein Investment Research & Management, "Key Issues in Business Valuation," Los Angeles, CA, January 31, 2005.

Instructor, Mitchell Silberberg & Knupp LLP, "Key Issues in Intellectual Property Valuation," Los Angeles, CA, July 20, 2004.

Instructor, Woodruff Spradlin & Smart LLP, "Examining the Valuation Expert," Orange, CA, June 30, 2004.

Instructor, Fulbright & Jaworski LLP, "Anatomy of Damages Based on the Loss of an Intangible Asset," Los Angeles, CA, April 28, 2004.

Instructor, Century City Chamber of Commerce, "Anatomy of a Valuation: Business and Intellectual Property," Century City, CA, November 19, 2003.

Instructor, Hogan & Hartson LLP, "Intellectual Property: Emerging Issues and Concepts," Los Angeles, CA, August 28, 2003.

Instructor, Whittier Law School, "Valuing Intellectual Property," Costa Mesa, CA, November 5, 2002.

Instructor, Stonefield Josephson Bankruptcy Conference, "Anatomy of a Business Valuation," Los Angeles, CA, August 10, 2002.

Instructor, McDermott Will & Emery, "Anatomy of a Business Valuation," Irvine, CA, July 31, 2002.

Instructor, Santa Monica Bar, "Family Limited Partnerships," Santa Monica, CA, April 19, 2001.

Speaker, National Association of Certified Valuation Analysts, Western Regional Conference, "Business Valuation Issues in Eminent Domain," San Diego, CA, October 9, 1998.

Instructor, American Society of Appraisers, "Valuation of Small Businesses and Professional Practices," (BV 205), Lisle, IL, July 9-11, 1997.

Instructor, American Society of Appraisers, "Valuation of Small Businesses and Professional Practices," (BV 205), Lisle, IL, March 1997.

Instructor, American Society of Appraisers, "Valuation of Small Businesses and Professional Practices," (BV 205), Norwood, MA, March 6-8, 1996.

Seminar Presenter, ACPA International XVII Annual Americas Regional Conference, Troy, MI, November 1995.

Instructor, American Society of Appraisers, "Valuation of Small Businesses and Professional Practices," (BV 205), Chicago, IL, October 26-29, 1995.

Instructor, American Society of Appraisers, Business Valuation Level 2 Course (BV 202), Denver, CO, September 14-17, 1995.

Speaker, American Society of Appraisers, Los Angeles Chapter, "The Science and Art of Being an Expert Witness," Los Angeles, CA, February 8, 1995.

Speaker, International Right of Way Association, Los Angeles Chapter, "Perspectives in Eminent Domain: Research Findings," Los Angeles, CA, January 17, 1995.

Speaker, Ventura County Bar Association, "Business Valuation," Ventura, CA, August 24, 1994.

Instructor, ACPA International XV Annual Americas Regional Conference, Denver, CO, November 6-7, 1993.

Speaker, American Society of Appraisers, Los Angeles Chapter, 2nd Annual Seminar on Eminent Domain Proceedings, Los Angeles, CA, May 1993.

Speaker, American Society of Appraisers, Los Angeles Chapter, Seminar on Eminent Domain, "Techniques for Measuring Goodwill," Los Angeles, CA, May 1992.

Speaker, American Society of Appraisers, Los Angeles Chapter, "Important Issues in Goodwill: One Type of Intangible," Los Angeles, CA, April 1988.

Speaker, Answer U.S. Conference, "Future Telephone Communications and Services," Santa Barbara, CA, November 29, 1984.

Chairman, Product Development & Management Association Conference, "Predicting New Product Success," Philadelphia, PA, October 13-15, 1982.

Chairman, Product Development and Management Association Conference, "A Product Assessment Model," Chicago, IL, October 1981.

Vice President, Publications, Product Development & Management Association, 1980-1981.

Speaker, American Marketing Educators Conference, "Strategies for Managing Products," Miami, FL, August 1980.

Discussant, AMA Marketing Educators Conference, "Strategies for Managing Products," Chicago, IL, August 1980.

American Marketing Association Conference on Marketing Theory, "Product Development: The Need for Micro and Macro Concept Application," Phoenix, AZ, February 1980.

Reviewer, Product Development & Management Association Annual Conference, 1979-1981.

Speaker, Product Development & Management Association, "Improving PMDA Interaction: Member Survey Implications," Washington, D.C., November 1979.

Speaker, Product Development & Management Association, "Project Focus and Benefits," Washington, D.C., October 1979.

Chairman, American Marketing Association Educators' Conference, "Product Management: Session," Minneapolis, MN, August 1979.

Vice President, Publications, Product Development & Management Association, 1978 - 1979.

Program Director, University of Southern California, School of Continuing Education, Air Conditioning & Heating Association, October 1978.

Reviewer, American Marketing Association Educators' Conference, 1977-1982.

Director, Product Development & Management Association, 1977-1980.

Speaker, Summer Executive Program, University of California Los Angeles, Graduate School of Business Administration, 1977.

Director, Consortium for Graduate Studies in Management, Washington University, St. Louis, MO, 1976-1983.

Speaker, American Institute of Decision Sciences Conference, Detroit, MI, April 1976.

Speaker, Southern California Marketing Conference, San Diego, CA, April 1976.

Speaker, Advanced University Management Program, University of Southern California, February-April 1976.

Director, American Association of Advertising Agencies, University of Southern California, Institute of Advanced Advertising Studies, January-June, 1975-1976, 1978-1980.

Speaker, The Marketing Management Program, Graduate School of Management, University of California Los Angeles, Septembers 1975-1977.

Speaker, Pharmacy Business Management Workshop, School of Pharmacy, Postgraduate Education, University of Southern California, October 1975 and April 1976.

Speaker, Southwest Marketing Educators' Conference, California State University at Los Angeles, "Innovations in Marketing Education," May 1975.

Speaker, Associated Telephone Answering Exchanges National Convention, "Customer Retention," Monterey, CA, May 21, 1975.

Speaker, Columbia University Executive Programs, Santa Barbara, CA, Novembers 1974, 1976-1978.

Speaker, Southern California Marketing Association, "Marketing of Health Systems--The Plan that Failed," May 1974.

Acting Chairman, Department of Marketing, School of Business Administration, University of Southern California, Summers, 1973-1975.

Director, American Association of Advertising Agencies, Career Preparation Program in Advertising for Minorities, Spring 1972 and 1973.

Speaker, Academy of Management Meetings, "A Program to Educate Minority Individuals," Tucson, AZ, April 1971.

Flex-Ed Marketing Professor, School of Business, University of Southern California, 1970-1984.

Co-Director, American Association of Advertising Agencies, University of Southern California, Advertising Institute, 1970.

Director, American Association of Advertising Agencies, University of Southern California, Career Preparation Program in Marketing, Advertising and Sales for Afro-American and Mexican-American Students, Summers, 1969 and 1970.

Speaker, Southwest Social Science Association Meetings, "The Central City Consumer: Problems and Perspectives," Houston, TX, April 1969.

Program Coordinator, Economic and Business Development Center, Advanced Management Seminar, University of California Los Angeles, 1968.

Chairman, Defense Marketing Subcommittee, Industrial Marketing Division, American Marketing Association, 1967-1968.

Speaker, Bank of America Retail Management Seminar, "The Similarities in Retailing Trends of Yesterday and Today," Pacific Palisades, CA, September 1967.

Speaker, Association of Southern California Marketing Professors, University of California Los Angeles, "Similarity and Differentiation Among Business School Curricula," Los Angeles, CA, April 1967.

Evening Coordinator, Department of Business & Economics, Illinois Institute of Technology, 1964-1966.

Co-Chairman, Purchasing Agents Association of Chicago, Illinois Institute of Technology Purchasing Seminar, 1963-1968.

Professional Development Committee, Purchasing Agents Association of Chicago, 1963-1965.