

**Patrick L. Anderson**

Mr. Anderson founded Anderson Economic Group in 1996, and serves as a Principal and Chief Executive Officer in the company.

Mr. Anderson is a recognized authority on business valuation and commercial damages, and has provided expert testimony and consulting advice to organizations such as General Motors, Ford, DaimlerChrysler, Honda, Kmart, SBC and Labatt USA; the states of North Carolina, Michigan, Ohio, and Wisconsin; the International Mass Retailers Association, American Automobile Association, Michigan Manufacturers Association, the University of Michigan; and the franchisees of Anheuser-Busch, Molson, Coors, Miller, Harley-Davidson, Mercedes-Benz, Suzuki, and Avis products.

Mr. Anderson has written over 100 published works, including the book *Business Economics and Finance* and the chapter on business valuation in the book *Litigation Economics*. He is also the executive editor of three editions of the *State Economic Handbook*. His 2004 article "Pocketbook Issues and the Presidency" and his 2009 paper "The Value of Private Businesses in the United States" have each been awarded for outstanding writing from the National Association of Business Economics. Anderson's views on the economy are often cited by national news media including *The Wall Street Journal*, *New York Times*, *National Public Radio*, and *Fox Business News*.

Before founding Anderson Economic Group, Mr. Anderson was the deputy budget director for the State of Michigan under Governor John Engler, and Chief of Staff for the Michigan Department of State.

Anderson is a graduate of the University of Michigan, where he earned a Master of Public Policy degree and a Bachelor of Arts degree in political science. He is a member of the National Association for Business Economics and the National Association of Forensic Economists. The Michigan Chamber of Commerce awarded Mr. Anderson its 2006 *Leadership Michigan Distinguished Alumni* award for his civic and professional accomplishments.

**William M. G. Pearson**

Mr. Pearson is a Principal and Senior Consultant in Anderson Economic Group's finance and business valuation practice area, concentrating on economic analysis for litigation. Mr. Pearson specializes in the evaluation and quantification of damages ensuing from business and personal torts, wrongful terminations, contract disputes, securities litigation and intellectual property disputes.

Mr. Pearson has extensive experience in statistical analysis for employment disputes involving discriminatory practices and wage/hour issues. He has provided expert testimony and consulting advice to a wide range of law firms, testifying in matters involving personal injury, medical malpractice, securities valuation and commercial damages. He has experience in a wide range of industries including healthcare, automotive, beverages, insurance and distribution.

Before becoming an economic consultant, Pearson developed residential real estate. Mr. Pearson has an M.B.A. from the University of Chicago.

**Ilhan K. Geckil**

Mr. Geckil, a Senior Consultant with Anderson Economic Group, has a background in corporate finance and economics. He serves as the Director of Finance and Business Valuation in the Company.

His work includes economic and financial analyses, business valuations, commercial damages assessments, corporate finance advisory, M&A consulting, risk analyses, and strategy consulting.

Mr. Geckil's work has been applied in a range of industries, with significant focus on automotive, franchise, retail, beer, wine and spirits. He provides economic forecasts for Bloomberg's monthly economic survey. His book *Applied Game Theory and Strategic Behavior* was published in July 2009 by CRC Press. His recent papers include "A Game Theoretical Model of Corporate Average Fuel Economy," on regulation in the automobile industry published in *Business Economics*, and "Pocketbook Predictions of Presidential Elections," also published in *Business Economics*. The latter was awarded the Edmund A. Mennis Contributed Paper Award of the National Association for Business Economics (NABE) in 2004.

Prior to joining Anderson Economic Group Mr. Geckil worked as a Consultant for BBK, Ltd., a consulting company specialized in turnaround management, corporate finance, and strategy consulting, and as an Analyst for PDF Corporate Finance in Istanbul, Turkey, a consulting company specialized in merger and acquisitions.

Mr. Geckil holds a Master's degree in economics from the Eli Broad Graduate School of Management at Michigan State University, and a Bachelor's degree in economics from Koç University in Istanbul, Turkey. He is a member of the National Association for Business Economics (NABE), and the Institute of Business Appraisers (IBA).



**Representative List of Law Firms that have Retained  
Anderson Economic Group**

Baker & McKenzie  
Bankston Gronning O'Hara, PC  
Bodman, LLP  
Bricker & Eckler LLP  
Byrnes & Keller LLP  
Comstock Springer & Wilson Co., LPA  
Cravath, Swaine & Moore, LLP  
Dickinson Wright, PLLC  
Dykema Gossett, PLLC  
Honigman Miller Schwartz and Cohn, LLP  
Jenner & Block LLP  
Locke Liddell & Sapp  
McDermott Will & Emery  
McShane & Bowie, PLC  
Mika, Meyers, Beckett & Jones, PLC  
Miller, Canfield, Paddock and Stone, PLC  
Siegel Moses & Schoenstadt, PC  
Sorrell, Anderson, Lehrman, Maixner & Ridulfo, LLP  
Summit Law Group  
Warner Norcross & Judd, LLP  
Watts Law Firm, LLP  
Weisman, Young and Schloss, PC  
Willingham & Cote, PC