

# Adrienna A. Huffman, PhD

## SENIOR ASSOCIATE

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Dr. Huffman is experienced in conducting economic and financial analysis to provide insights across a range of complex securities, finance, and accounting-related matters.

She has worked with clients and experts on securities cases and valuation disputes related to capital markets and financial accounting issues. With a background that includes a mix of academic credentials and regulatory experience, she is uniquely positioned as a subject matter expert in financial reporting and disclosures in capital markets.

Dr. Huffman's research has been published in leading peer-reviewed academic journals – including *The Accounting Review*, *Contemporary Accounting Research*, and the *Review of Accounting Studies* – and she has presented at multiple academic conferences, federal government think tanks, and universities. She has been featured as an expert in several continuing legal and professional education webinars regarding capital markets and securities litigation trends.

Prior to joining Brattle, Dr. Huffman completed a competitively-awarded fellowship with the US Securities and Exchange Commission's (SEC's) Division of Economic and Risk Analysis, where she served as a Financial Economist. There, she worked with the Division of Enforcement on detecting accounting-related frauds and with the Office of Litigation Economics on SEC-related litigation. She was previously an Assistant Professor at Tulane University's A.B. Freeman School of Business.

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### AREAS OF EXPERTISE

- Accounting
- Alternative Investments
- M&A Litigation
- Securities Class Actions
- White Collar Investigations & Litigation
- Bankruptcy & Restructuring

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## EDUCATION

- **David Eccles School of Business, The University of Utah**  
PhD in Business Administration (emphasis in accounting and finance)
- **Washington University in St. Louis**  
BA in Economics (*Cum Laude with Honors*)

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## PROFESSIONAL EXPERIENCE

- **The Brattle Group (2019–Present)**  
Senior Associate (2022–Present)  
Associate (2019–2022)
- **A.B. Freeman School of Business, Tulane University (2014–2019)**  
Assistant Professor (Tenure-Track) (2014–2019)
- **US Securities and Exchange Commission (2017–2018)**  
Financial Economist/Visiting Fellow, Division of Economic & Risk Analysis
- **US Department of Commerce (2007–2009)**  
Survey Statistician, Bureau of the Census

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## EXPERT TESTIMONY AND REPORTS

- ***Nexus Resource Group, Inc., a Nevada Corporation, v. ProTel Communications Inc., a California Corporation*** | Superior Court of the State of California before the County of San Diego, Central Division | Case No. 37-2019-00051603-CU-BC-CTL (Ongoing)  
Submitted expert testimony on damages calculation on January 11, 2022; submitted addendum to expert report on April 13, 2022; deposed on May 4, 2022; testified in front of a jury trial in San Diego Superior Court on July 20, 2022.
- ***Ty Stewart et al. v. Kodiak Cakes, LLC*** | United States District Court before the Southern District of California | Case No. 3:19-cv-02454-MMA-MSB (January 2022)  
Prepared damages report to estimate non-functional slack fill overcharge. The case settled before testimony was filed.

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## SELECTED CONSULTING EXPERIENCE

### WHITE COLLAR INVESTIGATIONS & LITIGATION

- ***United States of America v. Liu et al.***

*Case No. 2:19-cr-00282*

Supported expert testifying against Chairman and CEO of a Chinese public company.

Provided event study analysis and company disclosure evaluation. Interpreted related party disclosures and documents and implications for stock price returns.

- [Trial settled in favor of our client.](#)

- **Financial Reporting Fraud**

Served as a subject matter expert on two federal investigations into financial reporting fraud and publicly-traded companies. Analysis included evaluating the timeliness of the company's goodwill impairment; identifying round-trip transactions from the company's journal entries, and whether the transactions were used to manage earnings. In addition, conducted revenue quality and persistence evaluation to assess whether earnings management was likely.

- **Capital Adequacy**

Served as a subject matter expert in a federal investigation into the capital adequacy of a highly valued private financial technology (fintech) firm. Conducted financial statement analysis, a credit quality analysis, and a comparable company analysis to evaluate whether the company was adequately capitalized.

### ANTITRUST

- ***US Airways, Inc. v. Sabre Holdings Corp***

Supported expert in economic profit analysis and the impact of intangible assets on economic profits, including goodwill and trademark value.

- Our work on the case was recognized by the American Antitrust Institute's [2022 Antitrust Enforcement Award](#)

### OTHER SECURITIES-RELATED LITIGATION

- Prepared financial statement analysis to support M&A valuation in private equity arbitration
- Developed arguments for testimony, based in the accounting literature, supporting the measurement of adjusted earnings (EBITDA) in the context of a contract dispute

- Supported transfer pricing expert and calculated earnings stream associated with an intangible asset transfer

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## ARTICLES & PUBLICATIONS

### PEER-REVIEWED PUBLICATIONS

- “Accounting Reporting Complexity and Non-GAAP Earnings Disclosure,” with N. Brown and S. Cohen, *The Accounting Review* (forthcoming)
- “[A Simple Approach to Better Distinguish Real Earnings Manipulation from Strategy Changes](#),” with T.A. Christensen, M. Lewis-Western, and K. Valentine, *Contemporary Accounting Research* 40(1): 406-450 (2023)
- “[Accruals earnings management proxies: Prudent business decisions or earnings manipulation?](#),” with T.A. Christensen, M. Lewis-Western, and R. Scott, *Journal of Business Finance & Accounting* 49(3-4): 536-587 (2022)
- “[The State of Segment Reporting by U.S. Public Entities: 1976–2017](#),” with C. Botosan and M. Stanford, *Accounting Horizons* 35(1): 1–27 (2021)
- “[Minimum tick size and analyst following: Evidence from the Tick Size Pilot Program](#),” with Z. Chen, G. Narayanamoorthy, and R. Zhang, *Journal of Business Finance & Accounting* 48(3–4): 666–691 (2021)
- “[Rank and file equity compensation and earnings management: Evidence from stock options](#),” with K. Holderness and M. Lewis-Western, *Journal of Business Finance & Accounting* 46(9–10): 1201–1236 (2019)
- “[Asset use and the relevance of fair value measurement: Evidence from IAS 41](#),” *Review of Accounting Studies* 23(4): 1274–1314 (2018)
- “[Decision-useful asset measurement from a business valuation perspective](#),” with C. Botosan, *Accounting Horizons* 29(4): 757–776 (2015)

### OTHER PUBLICATIONS

- “[Going-Concern Qualifications: A Reliable Predictor of Insolvency?](#),” with M. Lee and D. Plastino, *ABI Journal* (Feb 2023)
- “[Latest SPAC Trends Point to Risk of Negative Outcomes](#),” with A. Karageorge and M. Lee, *Law360* (June 17, 2022)

- [“Solvency Shortcuts: The Use and Misuse of Simple tools for Predicting Financial Distress,”](#) with N. Bajaj and D. Plastino, *ABI Journal* (May 2022)
- [“SPACs and the Next Wave of Shareholder Litigation,”](#) with A. Karageorge and C. Lehner., *Bloomberg Law* (April 2021)
- [“Securities Litigation Implications of COVID-19 Impairments,”](#) with B. Zhou, *Law 360* (November 3, 2020)
- [“How to Assess Accounting Materiality Amid Economic Crisis,”](#) with B. Zhou and C. Cheng, *Law 360* (May 8, 2020)

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## PRESENTATIONS & SPEAKING ENGAGEMENTS

### WEBINARS

- [“A Comprehensive Guide on SPAC Litigation and Enforcement: Hot Buttons Explored”](#) (March 8, 2022)
- [“The rise of Special Purpose Acquisition Companies \(SPACs\): How to minimize securities litigation risks”](#) (August 6, 2021)
- [“COVID-19 Implications to Securities Litigation and Regulation: What you must know and do”](#) (April 15, 2021)
- [“Demystifying the Current Landscape of Securities Litigation: Practical Tips and Strategies You Must Know”](#) (November 4, 2020)

### INVITED PANELS, WORKSHOPS AND PRESENTATIONS

- [“The New Infrastructure of Equity Compensation for Unicorn Startups,”](#) panel presentation at UC Hastings Center for Business Law (November 10, 2022)
- [“The Unicorn Initiative,”](#) panel presentation at UC Hastings Center for Business Law (November 4, 2021)
- “Accounting Reporting Complexity and Non-GAAP Earnings Disclosure,” presented at:
  - Division of Economic and Risk Analysis, US Securities and Exchange Commission (2018)
  - Cornerstone Research (2018)
  - The Brattle Group (2018)
- “The Market Impact of Weakening SEC Enforcement Tools,” Office of the Chief Economist, Financial Industry Regulatory Authority (FINRA) (2018)

- “Conceptually Based Asset Measurement,” panel, American Accounting Association’s Annual Meeting (2017)
- “Earnings Management Proxies: Prudent Business Decisions or Earnings Manipulation?” presented at:
  - Division of Economic and Risk Analysis, US Securities and Exchange Commission (2017)
  - Financial Accounting and Reporting Section Mid-Year Research Conference (2017)
  - The University of California, Davis (2016)
  - American Accounting Association Annual Meeting (2016)
- “Rank and File Equity Compensation and Earnings Management,” presented at:
  - Management Accounting Section Mid-Year Research Conference (2017)
  - Financial Accounting and Reporting Section Mid-Year Research Conference (2017)
  - American Account Association Annual Meeting (2016)
- “Competing Reporting Objectives and Financial Reporting Quality,” presented at:
  - Financial Accounting and Reporting Section Mid-Year Research Conference (2016)
  - Brigham Young University’s Accounting Research Symposium (2015)
  - Conference on the Convergence of Financial and Managerial Research (2015)
- “Asset Use and the Relevance of Fair Value Measurement: Evidence from IAS 41,” presented at:
  - Financial Accounting and Reporting Section Mid-Year Research Conference (2015)
  - Louisiana State University, Brigham Young University, Utah State University, Tulane University (2014)
  - Federal Deposit Insurance Corporation (FDIC) (2014)

#### **OTHER CONFERENCE PARTICIPATION**

- FASB Financial Reporting Issues Conference (2019)
- Utah Winter Accounting Conference (2010–2017)
- Contemporary Accounting Research Journal Conference (October 2015)
- New Faculty Consortium sponsored by the AAA and E&Y (January 2015)

- Financial Accounting and Reporting Section Mid-Year Meeting (2011, 2012, 2014–2016)
- Western AAA Regional Meeting (2012–2013)
- American Accounting Association Annual Meeting (2012, 2013, 2015, 2016)
- Conference on Fair Value Accounting, Seattle Pacific University (2012)

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#### SELECTED HONORS & AWARDS

2013	AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow, American Accounting Association
2013	Marriner S. Eccles Graduate Research Fellowship in Political Economy, The University of Utah
2009–2014	Graduate Research Fellowship, David Eccles School of Business, University of Utah
2007	Omicron Delta Epsilon Member, International Honor Society in Economics
2006–2007	Department of Economics Honors Program, Washington University
2005	Research Fellow, Ronald Coase Institute

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#### PROFESSIONAL SERVICE

- Co-coordinator (on invite), Financial Accounting Reporting Section Mid-Year Research Conference (2020)
  - Awarded for significant contributions to the program
- Reviewer, Financial Accounting Reporting Section Mid-Year Research Conference (2014–2018)
- Reviewer, American Accounting Association Annual Conference (2014, 2015, 2017, 2018)
- Co-organized the inaugural Tulane Accounting Research Conference (2017)
- Ad Hoc Reviewer, *Journal of Finance Business and Accounting* (2016)
- Ad Hoc Reviewer, *Advances in Accounting* (2016)

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#### TEACHING EXPERIENCE

- **A.B. Freeman School of Business, Tulane University**  
ACCN 3100: Intermediate Financial Accounting I (Spring 2015, Spring 2016, Spring 2017, Fall 2018)

- **David Eccles School of Business, The University of Utah**  
ACCTG 3600: Principals of Accounting (Summer 2021, Summer 2013) – Instructor  
ACCTG 6610: Financial Reporting (Fall 2010) – Teaching Assistant
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## COMMUNITY INVOLVEMENT

- 2021-Present St. Dominic’s Church of San Francisco  
*Finance Committee Member*
- 2016–2019 Emerging Philanthropists of New Orleans  
*Treasurer and Board Member*
- 2015–2019 New Orleans Video Access Center  
*Board Member*
- 2014–2017 Young Leadership Council of New Orleans  
*Finance Committee Member*