



**Rocco Surace, CPA, ABV, CVA, JONAH**, is a Partner with The Bonadio Group. He works with clients in various industries, directing the client service teams for the recurring financial statement and tax needs, as well as tending to the long-term needs such as being a go-to confidant, succession planning, leading financial and tax due diligence in acquisitions and divestitures, strategic planning and holistically based process improvement services.

Rocco is significantly involved in education and organizations to advance the CPA profession, as well as to continually upgrade his knowledge on advanced CPA accounting and tax skills.

Rocco is internationally known in his focused consulting disciplines. Rocco's skills have been developed as a result of hands on training and leading projects with and for some of the world leaders in:

- Process based cost management (with the concept developers of Activity Based Cost Management),
- Business Process Based Re-Engineering through training with Dr. Michael Hammer obtaining his Certificate of Mastery in Re-Engineering
- Jonah designation from the Avraham Y. Goldratt Institute,
- Certifications in TOC Disciplines from the TOC International Certification Organization.

He is a frequent speaker for industry association groups and professional organizations on Succession Planning, TOC, Performance Measurement Best Practices, Practice Development, and has received advance level training, practice, and designation in:

- Succession planning for both company ownership and management in order to transition each successfully
- Accredited Business Valuation Specialist (ABV) and Certified Valuation Analyst (CVA)
- Holistic-based strategic planning, operationally driven in achieving best-in-class performance and market driven to the most profitable segments for a company's service levels.

Under his leadership and direction as the former Managing Partner of Gaines Kriner Elliott LLP, the firm received two national awards for its Professional Services program and services involving Business Process Improvement.

Rocco's current professional participation includes memberships and service in the following:

- American Institute of Certified Public Accountants (AICPA)
- New York State Society of Certified Public Accountants (NYSSCPA)
- National Association of Certified Valuation Analysts (NACVA)
- Theory of Constraints International Certification Organization – Incoming Board Chairman
- Greater Buffalo Partnership Board of Directors
- Niagara USA Chamber Board of Directors
- Eastern Niagara Health System Board of Directors
- Niagara University Board of Advisors
- Insite Consulting Board of Directors
- Active leadership roles in various local charitable organizations

Rocco Surace is a graduate of Niagara University in Niagara Falls, New York, where he received a Bachelor's of Science degree in Business and Accounting.

**Rocco Surace** may be contacted at [rsurace@bonadio.com](mailto:rsurace@bonadio.com).