

## Robert B. Henderson II, CPA

### Partner-in-Charge, Advisory



#### Resident Office

2050 Main Street  
Suite 1300  
Irvine, CA 92614

#### Telephone

949.271.2629

#### Email

[rhenderson@windes.com](mailto:rhenderson@windes.com)

### Range of Experience

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Rob joined Windes in 2013 and is the Partner-in-Charge of the firm's Advisory services. Additionally, he leads the firm's Value Acceleration & Exit Planning practice.

Rob's expertise is providing tax advisory, accounting, and compliance services to middle market businesses and their owners, with an emphasis on assisting clients to plan for, and manage, their income tax liabilities.

As a Certified Exit Planning Advisor and Certified Mergers & Acquisition Advisor, Rob specializes in value acceleration and succession planning. Rob works closely with business owners to uncover business, financial and post-transition questions involved in transferring a privately owned business. By focusing on value drivers and risk factors, he formulates strategies to maximize the business enterprise value, and provides owners with a scorecard of how their business compares to similar businesses in the industry and what buyers look for when evaluating a business. Rob helps owners strategically build their company into a valuable asset, providing business owners with the confidence and peace of mind knowing that their company's value is maximized when a transition or eventual exit takes place.

Rob serves various industries, including manufacturing, resell and distribution, technology, real estate, service companies, online retailers, franchise owners, restaurant owners, as well as high-net-worth individuals.

### Education

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Bachelor of Science, Business Administration  
*San Diego State University*

Master of Science, Taxation  
*San Diego State University*

### Community and Professional Affiliations

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- American Institute of Certified Public Accountants, *Member*
- California Society of Certified Public Accountants, *Member*
- Alliance of Mergers & Acquisition Advisors, *Member*
- Exit Planning Institute, *Member*
- Boys and Girls Club of Laguna Beach, *Former Board Member*