Barbara Walters Price

priceb@mercercapital.com

PROFESSIONAL EXPERIENCE

Barbara Walters Price serves as the Chief Marketing Officer of Mercer Capital and is also a member of the firm's board of directors.

Her career began with Mercer Capital. During her tenure, the firm has grown from two people (herself and the owner) to one of the most respected firms in the business valuation profession.

She is responsible for the firm's marketing strategy and for overseeing all marketing functions of the firm, including corporate communications, website development, speaking engagements, social media, product development, newsletters, e-newsletters, direct marketing, web and live seminars, and business development, among others.

Barbara publishes and speaks frequently on the topic of professional services marketing and leadership, with a specialty in firms providing business valuation services.

PUBLISHED ARTICLES

"Atomize Your Content," *ASA BV Success E-Letter*, Issue 17-39, September 25, 2013

"Social Media: Unicorn or Horse for BV Professionals?," with Rod Burkert, *Business Valuation Update*, June 2013

"All Those Who Hate Networking - Unite," *ASA BV Success E-Letter*, Issue 17-26, June 26, 2013

"Make Marketing a Habit," *ASA BV Success E-Letter*, Issue 17-13, March 27, 2013

"Perspective to End 2012 and Begin 2013," *ASA BV E-Letter*, Issue 16-51, December 19, 2012

"A Little Light Reading: 5 Practical Marketing & Business Development Books That Can Transform Your Practice," *ASA BV E-Letter*, Issue 16-39, September 26, 2012

"How To Find An Effective Marketing Resource," *ASA BV E-Letter*, Issue 16-26, June 27, 2012

"How To Compete with Low Cost Providers – Don't," *ASA BV E-Letter*, Issue 16-13, March 28, 2012

"'Marketing?' – Professionals Would Say 'We've Got a Girl Down the Hall Who Does Something Like That,'" *ASA BV E-Letter*, Issue 16-05, February 1, 2012

"'Professionals Rehearse, Amateurs Jump the Couch,'" *ASA BV E-Letter*, Issue 15-39, September 28, 2011

"Keys to Growing Your Practice: Are You Hip?," *The Value Examiner*, July/August 2011

"Did You Know That You Can Remove Google Personalization from Google Search Results?," *ASA BV E-Letter*, Issue 15-25, June 22, 2011

"Is It Time to Move to the Other Side of the Church?," *ASA BV E-Letter*, Issue 15-12, March 23, 2011

"Your 2011 'To-Don't' List," *ASA BV E-Letter*, Issue 14-50, December 22, 2010

"Keys to Growing Your Practice: Business-Development Best Practices, Part II," *The Value Examiner*, September/October 2010

"The Magic of Consistency: How Can Something So Boring Be So Effective?," *ASA BV E-Letter*, Issue 14-38, September 22, 2010

"Keys to Growing Your Practice: Business-Development Best Practices, Part I," *The Value Examiner*, July/August 2010

"Keys to Growing Your Practice: Advice from Prominent Business Valuators on How to Get Started Speaking," *The Value Examiner*, March/April 2010

"Keys to Growing Your Practice: New Beginnings," *The Value Examiner*, January/February 2010

"Sales Mistakes That Turn Buyers Away," *ASA BV E-Letter*, Issue 13-51, December 23, 2009

"An Introduction to Social Media," *ASA BV E-Letter*, Issue 13-34, August 26, 2009

"Social Media: What Is It and Should You Care?," *Business Valuation Alert*, July 2009

"Focus on the Top Three," *ASA BV E-Letter*, Issue 12-43, November 6, 2008

"Develop and Market a Niche," *Business Valuation Alert*, July 2008

"Marketing in a Slowing Economy," *ASA BV E-Letter*, Issue 12-23, June 4, 2008

"A Top Ten List of Marketing and Sales Blogs for BV Practitioners," *ASA BV E-Letter*, Issue 11-43, November 1, 2007

"Top Ten Ways to Waste Money on Business Cards," *ASA BV E-Letter*, Issue 11-21, May 31, 2007

"Twenty-Five Marketing & Business Development Best Practices," *The Business Valuation Update*, August 2006

"Twenty-Five Marketing & Business Development Best Practices," *ASA's BV E-Letter*, June 2006

"Podcasting: Why It's Important and How to Produce," with Matthew G. Washburn, *ASA's BV E-Letter*, Issue 10-02, January 11, 2006

"Get Your BV Niche Out There," *The Journal of Accountancy*, November 2005

"Marketing in a Slowing Economy," IBA's *Business Appraisal Practice*, 2001 (Winner of IBA's "2001 Best *Business Appraisal Practice* Article Award")

"Adding an E-Mail Newsletter to Your Marketing Mix," *ASA BV E-Letter*, Issue 4-30, August 30, 2000

"Starting a Business Valuation Practice," *The Financial Practice Advisor*, Nov/Dec, 1999., Co-authored with Eva M. Lang, CPA, ASA

"The Importance of Building Your Brand," *CPA Litigation Services Counselor*, August, 1998

"How to Develop Legal Referral Sources," *CPA Litigation Services Counselor*, September, 1997

SPEAKING ENGAGEMENTS

"Building a Practice in the Age of AI: Practical Marketing Strategies for Valuation and Forensic Professionals," Co-presenter, *TSCPA Forensic and Valuation Services Conference,* October 28, 2026

"Market Like Mercer Capital: Or Figuring Out What Works for You and Doing It," TSCPA Southeastern Forensic & Valuation Services Conference, October 24, 2016

"Do You Make These Common Marketing Mistakes?," TSCPA Southeastern Forensic & Valuation Services Conference, October 28, 2013

"Advanced Tips & Techniques of Marketing Superstars," TSCPA Southeastern Forensic & Valuation Services Conference, October 24, 2012

"Marketing Made Easy," TSCPA Southeastern Forensic & Valuation Services Conference, October 20, 2011

"Social Media," Webcast sponsored by Expert Resource Connection, LLC, November 3, 2010

"Marketing Your Business Valuation and Litigation Practice," CPAAI 2010 Business Valuation Conference, Washington, DC, August 3, 2010

"Marketing Your Business Valuation Practice," Virginia Society of CPAs Business Valuation Conference, Richmond, Virginia, September 24, 2009

"Practice Makes Perfect Practice – Marketing Your Business Valuation Practice," AICPA/ASA National Business Valuation Conference, Las Vegas, Nevada, November 11, 2008. Co-presented with Kevin R. Yeanoplos, CPA/ABV/ CFF, ASA

"Technology Tools in Your Marketing Plan," IGAF Worldwide Marketing Directors Conference, Las Vegas, Nevada, November 6, 2006

"The Power of Opposite Thinking," Teleseminar sponsored by IGAF and Mercer Capital, Memphis, Tennessee, March 7, 2006

"Marketing Your BV Practice," Teleseminar sponsored by BV Resources and Mercer Capital, Memphis, Tennessee, March 9, 2006

"Marketing in a Slowing Economy," American Society of Appraiser's New York Chapter Business Valuation Conference, New York, New York, May 16, 2001

"Understanding Value" with Timothy R. Lee, ASA, University of Memphis Strategic Marketing, Memphis, Tennessee, March 29, 2001

"Marketing Your Business Valuation Services," The AICPA 2000 Business Valuation Conference, Miami Beach, Florida, November 13th & 14th, 2000

"How the Market Values Businesses" with Timothy R. Lee, ASA, University of Memphis Strategic Marketing, Memphis, Tennessee, April 13, 2000

"Marketing Made Easy for Small and Medium-Sized Firms", The Institute of Business Appraisers 2000 National Conference, Phoenix, Arizona, February 5, 2000

"Marketing Your Practice," The AICPA 1999 National Business Valuation Conference, Las Vegas, Nevada, December 6, 1999

DIRECTORSHIPS

Member, Mercer Capital Board of Directors

Member, Concord Academy, Memphis, Tennessee

EDUCATION

University of Memphis, Memphis, Tennessee

B.B.A., Business Administration