








# LANCE E. GUNDERSON

MANAGING DIRECTOR

-  CV
-  PRINT
-  LINKEDIN
-  VCARD
-  CONTACT

Lance Gunderson has more than 27 years of experience in financial and litigation consulting. His area of expertise is intellectual property damages analysis and calculations including lost profit calculations, reasonable royalty determinations, and other intellectual property quantitative analysis such as valuations. Mr. Gunderson has provided financial analysis and valuation assessments on patent, trademark, trade secret, and copyright issues. Mr. Gunderson has testified numerous times in patent infringement disputes, trademark disputes, copyright disputes and false advertising disputes in both state and federal court.

## LEADER

- Intellectual Property Practice

## AREAS OF PRACTICE

- Intellectual Property
- Complex Commercial Litigation

## PRIOR RELEVANT EMPLOYMENT

- FTI Consulting, Senior Managing Director
- Technology and Financial Consulting, Director
- Arthur Andersen, Senior Manager
- Peterson Consulting, Senior

## EDUCATION

- M.B.A. Texas A&M University
- B.S., Business Management (Finance), Brigham Young University

## CERTIFICATIONS/ ORGANIZATIONS

- iAM Patent 1000
- Licensing Executives Society (LES)
- National Association of Certified Valuation Analysts, Practitioner Member (NACVA)



## ECHELON ANALYTICS

Echelon Analytics is a nationally recognized firm comprised of proven leaders in the areas of economic and financial analysis, financial forensics and investigation, and expert witness services.

Echelon Analytics is not a CPA firm.

## DALLAS

8226 Douglas Ave, Suite 655  
Dallas, TX 75225  
214.965.8530

## HOUSTON

11250 West Road, Building J  
Houston, TX 77065  
832.604.7778

## SALT LAKE CITY

2825 E. Cottonwood Parkway, Suite 500  
Salt Lake City, UT 84121  
801.990.3292