



**Craig D. Nelson, CPA**

*Managing Partner, Operations*

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Craig Nelson, Detroit Regional Managing Partner, has been with Baker Tilly Virchow Krause, LLP since 1991. He specializes in serving the retail automotive, truck and related industries and has extensive experience in general accounting, tax and consulting services for businesses and shareholders/owners. Craig is a member of both the Firm Management Committee and Executive Committee.

**Specific experience**

- > Involved with day-to-day operational issues in managing the Detroit region of Baker Tilly.
- > Oversees the direction of the region for current and long term profitability, while managing risk to ensure consistency with firm goals.
- > Manages the regional client service program to ensure maximum customer satisfaction is achieved.
- > Develops the leadership and management capabilities of regional staff.
- > Oversees recruiting and retention efforts to acquire the highest caliber staff and improve employee job satisfaction and performance.
- > Works with the firm's leaders to help formulate and support the company's goals and objectives.
- > Serves as a general business advisor to clients.
- > Develops internal policies and procedures that ensure quality service for clients.
- > Dealership performance consulting and financial analysis.
- > Tax audit research and support.
- > Audits, reviews and compilations of dealerships and related finance leasing and rental companies.
- > Inventory valuations calculations including LIFO for new vehicles, used vehicles and parts.
- > Develop performance driven pay plans.
- > Corporate, partnership and individual tax returns.
- > Dealership valuation support consultation.
- > Dealership acquisition and divestiture support.



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### **Industry involvement**

- > 8-year member of Auto CPA Group
- > American Institute of Certified Public Accountants (AICPA) – Member, Annual Auto Dealer Conference Presenter
- > Wisconsin Institute of Certified Public Accountants (WICPA)
- > Wisconsin Automobile & Truck Dealer Association (WATDA) - Associate Member, Seminar Presenter
- > Achieved the *Crain's Detroit Business* honor of "40 under 40" in 2007
- > Author of various articles published in *Dealer Network*
- > Served as industry resource to *Car Dealer Insider* and *Dealer Business*

### **Education**

University of Wisconsin - Whitewater  
Bachelor of Business Administration in Accounting

Harvard Executive Education – Leadership