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SPECIALIZATIONS

Employee Benefit Plan Audits
Mergers & Acquisitions
Multinational Corporations
Financial Assurance
Strategic Planning

INDUSTRY EXPERTISE

Technology
Distribution & Wholesale
Manufacturing
Transportation & Logistics
Professional Services

Richard D. (Rich) Baker, CPA, has more than thirty years of combined public accounting experience with SLD and previously as an audit partner with a large international accounting firm. He also spent six years as a CFO of two closely-held, venture-backed technology companies. Rich is a key leader in SLD's assurance group and heads the Employee Benefit Plan practice.

Rich manages the technical training of staff at SLD and develops quality assurance procedures to ensure clients are well-served. He enjoys assisting his clients with issues they face on a wide range of topics, ranging from financial reporting and transactions to 401(k) plans. Combining his audit expertise with his background in private industry, he provides financial and business consulting services to clients in a variety of industries, including: distribution, technology and manufacturing.

As the CFO of two rapid growth pre-public software companies, Rich had direct experience with closing equity financings, negotiating license agreements, establishing compensation and benefit plans, and implementing planning and forecasting processes. During his time as an audit partner with PricewaterhouseCoopers (formerly Coopers & Lybrand), Rich assisted both small, closely-held companies and large public companies with their employee benefit plans and other assurance work.

Rich is a Certified Public Accountant. He obtained a Bachelor of Arts in Business Administration, Accounting, from California State University, Hayward, and is a member of the American Institute of CPAs and the California State Society of CPAs. Rich enjoys staying in touch with his four children, reading, skiing, and other forms of physical activity.

*There's only one way to succeed in anything,
and that is to give it everything.*

— Vince Lombardi