

Luis Puncel, CPA

Luis is a finance and accounting leader with more than 40 years of experience supporting public and private companies in Big Four, national firm, and corporate environments. His background includes deep expertise in technical accounting, SEC and PCAOB matters, revenue recognition, internal controls, and complex transactions, including IPOs and major accounting standard implementations. Luis is widely recognized for his leadership in audit quality, financial reporting compliance, and advising companies through transformative, high-impact events.

Credentials & Expertise

Expertise

- ◆ Technical accounting/research
- ◆ Revenue recognition and ASC 606 implementation
- ◆ Lease accounting
- ◆ U.S. GAAP, SEC and PCAOB
- ◆ Internal controls
- ◆ Training
- ◆ Sarbanes-Oxley/internal controls

Achievements

- ◆ More than 21 years with PriceWaterhouseCoopers including 10 years as an audit partner heading private and public company audit engagements.
- ◆ Author of "Knowledge-Based Audit™ Procedures" and "Knowledge-Based Audit™ Tools" that are used by accounting firms audits of commercial entities.
- ◆ An industry leader in providing solutions to implement the new revenue recognition accounting standard (ASC 606, Revenue from Contracts with Customers).
- ◆ Managing partner for the Orange County, CA office of Rothstein Kass.
- ◆ Partner-in-charge/control and technical consulting partner for Stonefield Josephson.
- ◆ Led the successful first-year implementation of Sarbanes-Oxley 404 for Universal Electronics.
- ◆ Specialist in helping private and public companies tackle "game changing" financial transactions
- ◆ Author of the 2008 through 2011 editions of "Knowledge-Based Audit™ Procedures" and "Knowledge-Based Audits™ of Public Entities: A Guide to PCAOB Standards and SEC Rules" published by CCH.
- ◆ "Knowledge-Based Audit™ (KBA) Tools" for audits of commercial entities.

Industries

- ◆ Aerospace and defense
- ◆ Construction contractors
- ◆ Manufacturing
- ◆ Distribution
- ◆ Software
- ◆ Hardware, electronics and semiconductors
- ◆ Medical technology

Authorship

- ◆ 2008 through 2011 editions of "Knowledge-Based Audit™ Procedures" and "Knowledge-Based Audits™ of Public Entities: A Guide to PCAOB Standards and SEC Rules" published by CCH.
- ◆ "Knowledge-Based Audit™ (KBA) Tools" for audits of commercial entities.

For over 15 years, BGA has proudly filled the gap that often exists between accounting firms striving to maintain independence and their clients. We understand the compliance requirements and needs of our public and private clients. Our unwavering commitment to excellence has enabled us to assist thousands of domestic and international companies with everything from complex M&A transactions to IPOs and technical accounting for financial reporting.

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Credentials & Expertise



Associations & Certifications

- ◆ Certified Public Accountant – California
- ◆ Member, American Institute of Certified Public Accountants (AICPA)
- ◆ Board member and chief financial officer, Orange County Gateway to Housing, 2015 to present
- ◆ President, Beta Tau Alumni Association, Theta Chi Fraternity, 2012 to present
- ◆ Chapter advisor, University of Southern California, Theta Chi Fraternity, 2012 to present
- ◆ Board of directors, Habitat for Humanity - Anchorage, 1992 to 1996



Education

- ◆ BS in Business Administration/Accounting, University of Southern California, Marshall School of Business

Experience



Puncel Consulting Associates Inc. ◆ President – 2009 to Present

Assisting private and public companies in the areas of GAAP and SEC accounting and financial reporting. Services include:

- ◆ Audit preparation
- ◆ Revenue recognition/implementation of new accounting standards
- ◆ Advice for complex transactions
- ◆ Preparation for IPOs and SEC registrations
- ◆ Internal controls
- ◆ Training



Rothstein Kass ◆ Office Managing Partner – 2008 to 2009

- ◆ A national public accounting firm ranked among the top 20 largest firms nationwide and in the top 10 in California. The firm was acquired by KPMG in 2014.
- ◆ Served as managing partner for the Orange County, CA office.

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Experience



Stonefield Josephson, Inc. ◆ Director of Accounting and Auditing – 2005 to 2008

- ◆ A fast-growing, California-based, accounting firm acquired by Marcum in 2010.
- ◆ As partner and leader of the audit practice served public and privately held U.S. and international clients.
- ◆ Responsible for overseeing quality control and technical aspects of the practice including technical consultation on accounting, auditing, SEC, PCAOB and independence matters.



Universal Electronics ◆ Director of Financial Compliance – 2004 to 2005

- ◆ A global leader in wireless control technology for the connected home.
- ◆ Led the successful first-year implementation of Sarbanes-Oxley 404.
- ◆ Created new policies, identified internal control gaps and designed or revised new controls.



PwC ◆ Audit Partner, Business Assurance, Technology Industry – 1979 to 2001

- ◆ Served in the technology industry group in the Orange County, CA office.
- ◆ Specialized in audits of all types of public and private technology companies such as software, electronics, computers and peripherals, and medical devices.
- ◆ Worked with many venture capital-backed companies and took several public through the IPO process.

Contact Us

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Blythe Global Advisors is headquartered in Southern California with a broad geographic reach across the United States via the BlytheTeam®

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