

Roger M. Winsby

President and Co-founder



Roger has overall responsibility for Axiom Valuation operations. He is the company's principal valuation analyst for the Value Estimate Service, and is the principal analyst in most certified business valuations. He is a Certified Machinery and Equipment Appraiser through the National Equipment and Business Builders Institute, www.nebbi.org, and is a member of the Society of Business Analysts. He also manages the company's finances, marketing, human resources, and technology infrastructure.

Roger has directed over 750 valuation assignments over the last several years, covering a wide array of industries and geographical markets. The companies valued have ranged from firms with under \$1 million in sales, to firms with over \$1 billion in sales.

Roger has over twenty-five years of management experience in small and mid-sized company settings. From 1985 to 1994, he served as Group Vice President for U.S. Sales, Marketing, and Consulting of DRI/Standard & Poor's, the leading U.S. economic analysis and industry forecasting firm. He also served on DRI's Executive Committee during this time.

From 1994 to 1998, he was Chief Operating Officer and Executive Vice President for Chadwick Martin Bailey, a Boston-based custom market research firm. While at Chadwick Martin Bailey and later at Abt Associates, Roger developed a thorough knowledge of the preferences, needs, and attitudes of private business owners from his management of several market research studies on this segment for financial services clients.

Roger received a B.A. in Economics, summa cum laude, from Claremont McKenna College. He successfully completed the first year of Harvard Law School, before deciding to focus on economic and financial analysis. He attended the McGraw-Hill Management School program taught by Harvard Business School professors. He also attended Global Marketing Executive Education program of the Kellogg School (Northwestern University).