

# Jeff Pera

## TAX & BUSINESS SERVICES

Jeff Pera is managing partner of the Northern California region. He is responsible for overseeing all services to Marcum's Northern California clients.

Mr. Pera has more than 25 years of experience providing tax, business, and industry advice and insights to clients. He uses his in-depth industry knowledge as the basis for developing and applying tax and value-added business strategies customized to his clients. He has particular expertise in consumer and industrial products, including manufacturing, food & beverage, distribution, and retail.

Prior to joining Marcum, Mr. Pera was a managing partner in the Greater Bay area at a national accounting firm. He also has served as a managing director at a wealth advisory firm and was partner-in-charge of the middle-market practice at a "Big Four" accounting firm.

Mr. Pera holds a Master of Science degree in Taxation, cum laude, from Golden Gate University and a Bachelor of Science degree in Accounting from San Diego State University. He is a member of the American Institute of CPAs (AICPAs) and the California Society of CPAs. He has been published in numerous trade and business journals and is a frequent presenter at industry and professional conferences on various technical and industry topics.

### Professional Affiliations

American Institute of Certified Public Accountants (AICPA)  
California Society of Certified Public Accountants (CalCPA)  
Financial Executives International – Board member  
Junior Achievement  
San Francisco Chamber of Commerce  
University of San Francisco School of Accounting – Advisory Board member  
The Guardsmen



**Jeff Pera, CPA\***  
Managing Partner -  
Northern California

### PRACTICE FOCUS

Consumer Products  
Food & Beverage  
Industrial Products  
Retail  
Manufacturing

### EDUCATION

Master of Science, Taxation,  
cum laude  
Golden Gate University

Bachelor of Science, Accounting  
San Diego State University



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