



ADAM ROSENFELD, CPA

FIRM LEADER: ATTEST SERVICES &
EMERGING TECHNOLOGY SERVICES TEAMS

CONTACT

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MEMBERSHIPS & CERTIFICATIONS

Certified Public Accountant (CPA)
• State of Florida

SUMMARY OF EXPERIENCE

Adam is an honors graduate of the Dixon School of Accounting at the University of Central Florida and a licensed CPA. He previously attended the College of William and Mary in Williamsburg, Virginia for his undergraduate studies.

Adam currently serves as Firm Leader of both the Attestation Services Team and the Emerging Technology Team. In his attest role, he leads engagements including audits, reviews, compilations, and agreed-upon procedures, while leveraging innovative tools for efficiency and accuracy. Since spearheading the firm's Emerging Technology initiative in 2019, Adam has been responsible for developing data extraction procedures and creating proprietary products for analyzing and presenting client data.

In addition to his leadership roles, Adam assists the Business Advisory Services Team with litigation support, further expanding his impact across the firm.

EDUCATION

University of Central Florida
Bachelor of Accounting

WORK EXPERIENCE

- **Rosenfield and Company, PLLC** 2019-PRESENT
Firm Leader, Attest Services & Emerging
Technology Services
- **Rosenfield and Company, PLLC** 2016-PRESENT
Accountant, All Disciplines
- **Sigma Phi Epsilon** 2015-2016
Vice President of Recruiting



ROSENFELD & Co. PLLC
TRADITIONAL VALUES | EXTRAORDINARY RESULTS

EXPERT TESTIMONY

- **Deposition** - Robert Bair v. Jeremy Clark, Angela Clark, Phillip O'Biso, 22 E Washington, LLC, COB Holdings, LLC, 2406 E Robinson, LLC, Gringos Foods, LLC, 517 E Michigan, LLC, Grupo Gringos, LLC, Gringos Hospitality, LLC, Gringos UCF, LLC., Ninth Judicial Circuit in and for Orange County, FL, Oct. 2022

SEMINARS, LECTURES AND PUBLICATIONS

- **"New Technology in Fraud Detection and Prevention: A Case Study"** - NADC, Oct. 2019
- **"Automotive Dealership Response to COVID-19 Crisis – 3rd Edition, Q&A"** - Panel Speaker, Webinar, Rosenfield and Company, Apr. 2020
- **"Current Climate of the SBA's PPP Loan Forgiveness Program"** - Headlights, a Publication by AutoCPAGroup, Jul. 2020
- **"PPP Impact on Valuation"** - Speaker, American Business Appraisers, Annual Conference, Oct. 2020
- **"The Many Lives of a Forensic Accountant"** - Speaker, Introduction to Forensic Science Course, University of Central Florida, Oct. 2020
- **"Q&A Session"** - Speaker, Gibbs Accounting Society Speaker Series, College of William and Mary, Apr. 2021
- **"Dealer Scorecards"** - Speaker, Lunch and Learn, Rosenfield and Company, Sep. 2021
- **"Forensic Science Introduction"** - Speaker, Introduction to Forensic Science Course, University of Central Florida, Oct. 2021
- **"Forensic Science Introduction"** - Speaker, AutoCPA Group Associates Seminar, Oct. 2021
- **"The Future of Auditing"** - Speaker, UCF Accounting Conference, May 2022
- **"Innovations in Forensic Accounting"** - Speaker, Business Law Committee, Orange County Bar Association, Aug. 2022
- **"Automation, Our Firm and Its Impact"** - Speaker, Lunch & Learn, Rosenfield and Company, Aug. 2022
- **"Inventory and Floorplan: Control the Controllable"** - Speaker, Rosenfield Webinar Series for Auto Dealers, May 2025