



## Robert (Rob) Lang

Of Counsel

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**Rob Lang leverages his unique experience as a lawyer, Certified Public Accountant, and business consultant to deliver strategic counsel on federal, state, and local tax issues, business planning, and transactions.**

Rob brings his 28 years of experience in “Big 4” accounting, with nearly 20 years as a partner and senior leader at accounting and consulting firm KPMG LLP, to provide clients with business-focused solutions. Rob’s extensive experience includes consulting with corporate management and boards on complex tax and financial matters, leading and managing high-profile and large-scale projects for a variety of Fortune 2000 companies, and advising on domestic and international deal structures. As KPMG’s Chief Data Transformation Officer, Rob oversaw the development and implementation of KPMG’s data sourcing model and warehouse, policies and procedures for data usage, and a visualization tool allowing for real-time access to pertinent information.

Clients appreciate Rob’s solutions-oriented approach to develop and execute on clearly defined plans that lead to bottom-line and measurable success.

### EXPERIENCE

- State and Local Tax planning, consulting, controversy, and compliance
  - Income Tax
  - Sales and Use Tax
  - Property Tax
  - Unclaimed Property
  - Employment Tax
- Federal Income Tax planning, consulting, and compliance
- Mergers & Acquisitions
- Data Management & Security
- Global Outsourcing

### RECOGNITION

- KPMG's The Chairman's 25 Leadership Program

### PROFESSIONAL AND CIVIC AFFILIATIONS

- Utah State Bar, Member

### PRACTICES

State and Local Tax  
Tax and Benefits

### EDUCATION

University of Utah, J.D., 1994  
Order of the Coif

Golden Gate University, M.S., Taxation,  
1991

California State University, Northridge,  
B.S., Accounting, 1988

### BAR ADMISSIONS

Utah

- AICPA and UACPA, Member
- Tax-Aid, San Francisco, Member and Chairman of the Board, 2003-2005
- Children's Discovery Museum of San Jose, Board of Directors, Member, 2003-2005
- KPMG—various committees (operations and shareholder's committee member for domestic and international KPMG entities), 1999-2018
- Licensed Certified Public Accountant, State of Utah, State of California