# Danny M. Goldberg
# Professional Development Partner

Danny M. Goldberg leads the Professional Development Practice at Sunera. Prior to joining Sunera in January 2011, Danny founded SOFT GRC, an advisory services and professional development firm. Danny has over 15 years of audit experience, including five as a CAE/Audit Director at two diverse companies. He has the rare experience of being an integral part/leading the Year One SOX Compliance efforts at three companies in the DFW area. Additionally, he has assisted in leading the establishment of three internal audit/SOX departments.

Prior to founding SOFT GRC, Danny was the Director of SOX Compliance and Corporate Audit at Dr Pepper Snapple Group, where he led the Year One SOX Compliance efforts. Prior to his tenure at Dr Pepper, Danny was the Chief Audit Executive and started the internal audit department at Tyler Technologies, a publicly traded technology company.

Prior to his experience at Tyler, Danny was also part of the Year One SOX Compliance team at Tenet Healthcare, where he assisted the end-to-end compliance efforts. Danny began his career at Arthur Andersen and is a graduate (BS – Accounting, 1997, MS – Finance, 1998) of Texas A&M University.

Danny has served on the board of directors of a non-profit organization and the audit committee of the Dallas Independent School District. Danny currently serves as the Chairman of the North Texas Leadership Council of the American Lung Association and is the IIA Dallas Chapter Programs Committee Co-Chairman for the 2011-2012 year.

Danny is accredited as the professional commentator on the publication *BNA Tax and Accounting Portfolio, Internal Auditing: Fundamental Principles* (Accounting Policy and Practice Series), which is authored by renowned audit scholars Curtis C. Verschoor and Mort A. Dittenhofer – co-author of **Sawyer's Internal Auditing**.

He has also published numerous articles in trade magazines over the past two years, including:

- ISACA Journal (General Auditing for the IT Auditor: An Overview, May 2011)
- The Audit Report (11 Hot Topics for 2011, March 2011)
- Dallas Business Journal (The Yes Man Phenomenon, January 2011)
- New Perspectives (*Sell Your Work:* How to Deliver Best Practice Audit Reports, December 2010)
- Internal Auditor (CAE's as A/C Members: It Just Makes Sense, October 2010)
- The Audit Report (Cover Article – How the Recession is Changing Internal Audit, June 2010)

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Danny is a well-known speaker across the nation at numerous IIA and ISACA sponsored events. He has spoken on a number of subjects over the past four years, from one hour lunch seminars to multiple day seminars (all speaking events are accredited as CPE hours). Major conferences that Danny has/will speak at in 2011 include:

- 51st Annual Chicago IIA Spring Seminar (featured presenter)
- Michigan Association of CPA's Annual Healthcare Conference
- 22nd Annual ACFE Fraud Conference
- 2011 IIA Omaha District Conference
- 2011 IIA Midwestern Regional Conference

Mr. Goldberg has been recognized as a top speaker at numerous events over the past 6 months, including:

- Top 3 Ranked Speaker – Michigan CPA's Healthcare Conference 2011 (29 total speakers)
- Top 3 Ranked Speaker – ArkSarBen IIA 2011 District Conference (24 total sessions)
- 3.58/4.00 Rating – 2011 ACFE Annual North American Conference

Danny is a Certified Public Accountant, Certified Internal Auditor, Certified Information Systems Auditor, Certified in the Governance of Enterprise Information Technology, Certified in Risk and Information Systems Control and has obtained his Certification in Control Self-Assessment.