



Press Release
For Immediate Release
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SobelCo Names Two New Members of the Firm

Livingston, NJ. On January 1, 2019, the Livingston-based, certified public accounting and advisory firm, SobelCo, announced that Mariana Moghadam and John R. Mellage were named as Members of the Firm. Both had already made significant contributions to the firm's leadership group in their previous roles as Senior Managers, working with clients, colleagues and the community for several years.

"The SobelCo partnership team welcomes John and Mariana, acknowledging the depth of their technical skills but more importantly, their industry specific-knowledge and their business acumen," said Alan Sobel, Managing Member of the Firm. "We appreciate their insights and their pragmatic approach to providing clients with smart solutions to complicated and complex business challenges. Naming these two as new Members was essential for us as we position the firm for a bright and prosperous future."

Mariana Moghadam and John R. Mellage have both had a positive influence on the firm's success with proven track records earned by serving business owners in key niches across the region.

Mariana Moghadam's career has spanned more than two decades in public accounting, so when she joined SobelCo, she assumed the role of Tax Director along with a responsibility for directing the firm's real estate practice. This dual role acknowledged her depth of experience in the real estate sector as well as her extensive tax background. Working with private and public companies across a range of sectors, her expertise serving real estate and construction is where Moghadam delivers distinctive benefits. As such, Mariana assists the firm's clients, applying specialized real estate consulting services such as analysis of complex acquisitions and dispositions, guidance on deal structures, tenancy in-common structures, and like-kind exchange transactions.

When the announcement was made at the SobelCo Town Hall meeting recently, Mariana responded saying, “I am honored to be a Member of the Firm. I know that admission to the partnership of a public accounting firm is an accomplishment that takes commitment, dedication, perseverance, and hard work which I would not have been able to do without the help and guidance of the people surrounding me. But I am truly most proud to be recognized for my internal role as a leader and mentor for our staff. I am looking forward to leveraging the knowledge I have gained over the years to help our clients navigate through complex tax regulations and to structure deals and transactions in the most tax efficient manner.”

On being named Member of the Firm, John R. Mellage also spoke, commenting that he looks forward to continuing to draw on his passion for serving family businesses as a key driver for his own career. “I have always been intrigued by the unique characteristics that families in business share. From their pride in the family reputation, to their approach to a long term commitment that focuses on preserving the business for future generations, to their dedication to ensuring a lasting legacy, these families are not only the life-blood of our economy, they are the foundation of our firm. Working with closely-held clients who are expected to juggle the emotional side of the family while effectively managing the business challenges has always been the most rewarding part of my role. Whether it is through evaluating their business and personal goals, sharing industry trends, offering strategies, and developing solutions, the intimate connection I am able to develop with clients as their trusted advisor is the key to what I do. I have worked with family-owned businesses my entire career, and watching them achieve their goals has always the most meaningful aspect for me.”

The understanding Mellage has regarding the challenges and opportunities facing mid-size, privately-held clients gives them a competitive advantage in today’s sophisticated market place. Drawing on his abilities managing audits, compilations, reviews and other attestation engagements for clients of all sizes – from start-up entrepreneurs to established companies with revenue up to \$400 million - has enabled John to have a meaningful impact, especially in the areas of retail, manufacturing/distribution, nonprofit, and construction where he has spent many years of his career.

Alan Sobel concluded with this observation, “As we look ahead, framing our short and long term strategies for success and sustainability, it is critical for us to attract and retain key talent like Mariana and John. With this in mind we are constantly reaffirming our commitment to our people, which has always been at the foundation of our 63 year old legacy for excellence,” Alan Sobel.

About SobelCo

SobelCo, a firm of certified public accountants and advisors across a range of disciplines, originally established in Newark, New Jersey, has been successfully serving middle market, entrepreneurial and family-owned businesses as well as nonprofit organizations and the legal community since its inception in 1956. The firm operates from three offices located in Livingston, NJ; Paoli, PA; and Woodcliff Lake, NJ with over 150 professionals working in a client-focused, nurturing culture that supports its reputation for delivering services and solutions across a range of industries. The firm was built on core values that speak to the staff's commitment to each other, to clients and to the community. Under the guidance of the leadership team, the firm has continued to grow and flourish, both organically and through strategic mergers, enjoying its status as a leading regional firm.

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