



ALEX MARTIN

PRINCIPAL - TRANSFER PRICING SERVICES

ABOUT

Alex Martin is Principal and Transfer Pricing Practice leader at KBKG. He has 24 years of full-time transfer pricing experience working in Washington, D.C.; Melbourne, Australia; and Detroit, Michigan over the course of his career. Alex has assisted companies in many industries addressing transfer pricing issues on a US and global basis. Prior to joining KBKG, Alex's transfer pricing team was named one of the world's leading transfer pricing consultancies by International Tax Review for three years in a row.

EXPERIENCE

- Author - Accounting Today
 - *Priced Right*
- Author
 - *Tax Reform's Great Overlooked Opportunity - Transfer Pricing and FDII*
 - *Lost in Translation: Where Did My Cashflow Go?*
 - *Name and Shame: Governments Publish Corporate Tax Report Cards*
 - *Transfer Pricing Under Fire*
 - *How Could One Little Section of the Tax Code Cause So Much Trouble?*
 - *Starbucks Transfer Pricing Leaves a Bitter Taste*
- Speaking Engagements
 - Podcast - On the Air Speaker: Accounting Today - *Tax Reform and Transfer Pricing*
 - Bloomberg BNA - *Introduction to Transfer Pricing*
 - Michigan Association of CPAs - *Here Come the Transfer Pricing Auditors*
 - Ohio Society of CPAs - *An Insider's Guide to Transfer Pricing*
 - World Bank International Fiscal Association - *Transfer Pricing Introduction*
- Webinars
 - *Up Close and Personal with Transfer Pricing*
 - *Transfer Pricing and Tax Reform Opportunities*
 - *Transfer Pricing for the Growing Business*
 - *Is Your Company Paying Its Fair Share of Taxes?*

EXPERT SUBJECT MATTER TOPICS

- Transfer Pricing – US, OECD and International
- US Tax Reform and Transfer Pricing – GILTI, FDII and BEAT tax
- OECD Base Erosion and Profit Shifting Program (BEPS)
- Transfer Pricing Documentation – Masterfile, Local File and Country-by-Country Reporting
- Advance Pricing Agreements (APA) and Competent Authority
- Global Supply Chain Structuring

CONTACT



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EDUCATION



UNIVERSITY OF MICHIGAN

Masters in Public Policy



TULANE UNIVERSITY

Bachelors of Science in Economics

PERSONAL INTERESTS

- Coaching
- Traveling
- Hiking
- College football
- Soccer