



Investigations & White-Collar Crime

2025



PROFILED:

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Floyd Advisory LLC





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White-Collar Crime



BRIAN P. LOUGHMAN

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PERSONAL BIOGRAPHY

Brian Loughman is a partner at Floyd Advisory with 35 years of experience advising outside counsel, executive management and other stakeholders on a broad range of forensic accounting and integrity related matters. He has managed numerous investigations and remediation efforts for audit committees, management, trustees and outside counsel. He frequently presents investigative findings to regulators and law enforcement bodies. Investigative topics include accounting fraud and restatement issues, bribery and corruption, trade compliance and occupational fraud and money laundering. His experience also includes leading cross-cultural teams investigating and remediating potential corruption violations globally.



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Q&A WITH BRIAN P. LOUGHMAN

**What qualities and values do you believe are essential for building strong, trusting relationships with clients?**

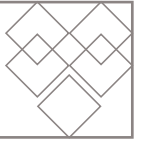
◆ Over the course of my career, I have worked in small and large professional services firms on both sides of the Atlantic. During that time, I have noticed certain qualities and values that appear consistently in those who are successful at building strong relationships with clients. Aside from the obvious need for competence, ability and a willingness to think of a solution creatively, I believe a key quality in building a strong long-term client relationship is professional honesty. Examples of this include telling a client how long you really expect an investigation to take, rather than trying to communicate what they would like to hear, letting a client know that your team's experience is not as deep as you would like in a particular skillset or sector, or sometimes letting the client know that another provider could be a less expensive option for them.

How important is to you to support and mentor colleagues rising through the ranks? What general advice or guidance do you offer?

◆ Supporting and mentoring colleagues is a critical factor in the success of a professional services practice. When team members feel supported, mentored and included, this helps their overall satisfaction. In my experience, you need to have formal processes and structures in place for mentoring and performance reviews, which creates a framework for development. That said, I believe what is most important is showing your team that you care about their growth and giving them frequent real-time feedback. You also need to listen to and strive to meet their requests for exposure to certain types of projects, clients or sectors. Some professionals are more comfortable asking for what they want than others, so encourage

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those who may be more reserved to articulate what they want. I also believe that professional honesty is critical when mentoring someone. If they need to improve on something, then the sooner they know the easier it is for them to address.



What emerging technologies or shifts in your area of expertise are capturing your attention? How are you adapting to stay at the forefront of these changes?

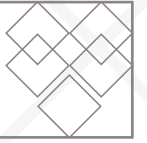
◆ It is important to remain curious and open to continuous learning. At Floyd Advisory, we encourage our team to find and pursue areas of professional interest. This helps us create specialists within our team that we can leverage as needed. We also identify and partner with outside experts in certain situations. The use of AI and advanced data analytics continue to get a lot of interest, as well as cryptocurrency investigations and the blockchain. In some respects, machine learning and data analytics are not new topics, and I have leveraged them on large data sets for years. Now, the tools are more powerful and can be deployed more efficiently. Staying up to date and a willingness to keep learning are key. ■

“THE USE OF AI AND ADVANCED DATA ANALYTICS CONTINUE TO GET A LOT OF INTEREST, AS WELL AS CRYPTOCURRENCY INVESTIGATIONS AND THE BLOCKCHAIN.”



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REPRESENTATIVE ENGAGEMENTS

- ◆ Conducted numerous public company investigations in a broad range of industries involving alleged accounting irregularities and potential restatement issues, asset misappropriation, occupational fraud and bribery and corruption issues.
- ◆ Presented investigative findings to regulators, law enforcement, executive management, audit and special committees, boards of directors, trustees and other stakeholders.
- ◆ Assisted management with the design, implementation and review of anti-corruption and compliance programmes.
- ◆ Provided litigation consulting services to various entities engaged in matters such as post-acquisition disputes, contract disputes, shareholder class action defence and interpretation of US generally accepted accounting principles.
- ◆ Assisted counsel in white-collar defence matters.
- ◆ Clients include Fortune 500 companies, private equity portfolio companies, private entities and various law firms.

