

# Introducing FORVIS: New firm name revealed from the planned merger of BKD and DHG

## New brand identity reflects the firm's forward vision

CHARLOTTE, N.C. and SPRINGFIELD, Mo. – The newest entrant among the nation's Top-10 professional services firms will be called **FORVIS**.

The name was jointly announced today by the leaders of BKD and DHG. The two firms [agreed to a merger of equals in February](#), with an effective date of June 1, to create an enhanced, Top-10, national professional services firm providing assurance, tax and advisory services.

“Business today is moving faster, with greater complexity than ever before. To lead in this environment, businesses need to anticipate and prepare for what comes next,” said Tom Watson, future **FORVIS** CEO and current CEO of BKD. “The past two years have certainly shown us that the world can change instantly, and you can never be too prepared for tomorrow.”

The name **FORVIS**—a combination of the words forward and vision—not only reflects the unique heritage of each firm but also the way the combined firm will operate moving forward. The name represents the forward vision of the more than 5,400 partners and team members who will come together June 1, forming a firm with a combined \$1.4 billion in revenue with offices across the United States and internationally. **FORVIS** will differentiate itself with its commitment to deep industry intelligence and exceptional client service, helping clients prepare for what is next.

“Building on BKD's and DHG's strong foundations and legacies, we took a very purposeful and collaborative approach with our naming process, engaging a branding agency to guide us through team member interviews, focus groups and many other activities to develop our brand identity,” said Matt Snow, future **FORVIS** Chair and current CEO of DHG. “We considered more than 200 naming options, including combinations of BKD and DHG, but when we heard **FORVIS**, we knew it represented who we will be. Together on June 1, we will be infinitely stronger and uniquely focused on what is next.”

In creating a new name, **FORVIS's** future leaders and team members sought a moniker that reflected eight shared brand attributes: purposeful, people first, industry intelligence, high quality, ultra-responsive, innovative, forward-thinking and driven. These attributes strengthen the brand identity and represent how **FORVIS** will care for its people and clients.

“As a truly national firm, **FORVIS** will be deeply committed to the meaningful growth of our team members' careers and the growth and success of our clients,” said Watson. “Our combined team will be empowered to look to the future, roll up our sleeves and bring clients the resources they need in real time.”

BKD and DHG announced their intent to merge under a new name in February. **FORVIS** will be ranked No. 8 nationally by Fiscal Year 2021 revenue and will be poised for further growth as it focuses on offering expanded advisory services and highly specialized industry intelligence in addition to tax and audit services. Both firms are longtime members of the [Praxity](#) global alliance.

For more on the **FORVIS** brand story, visit FutureFocusedFirm.com or FORVIS.com after June 1, 2022.

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#### **About BKD**

BKD CPAs & Advisors ranks among the nation's Top-15 professional services firms. The firm offers clients a variety of services in accounting, audit and assurance, and tax as well as risk management, technology and cybersecurity, wealth management, valuation services and more. BKD employs more than 3,400 dedicated professionals who serve clients in all 50 states and in myriad industries. Visit [www.bkd.com](http://www.bkd.com) for additional information.

#### **About DHG**

With more than 2,000 people in 13 states, Dixon Hughes Goodman ranks among the nation's Top-20 professional services firms. Offering comprehensive assurance, tax and advisory services, DHG focuses on major industry lines and serves clients in all 50 states as well as internationally. Visit [www.dhg.com](http://www.dhg.com) for additional information.

#### **Effective June 1, 2022:**

#### **About FORVIS**

**FORVIS, LLP** ranks among the nation's Top-10 professional services firms. Created by the merger of equals of BKD, LLP and Dixon Hughes Goodman, LLP (DHG), **FORVIS** is driven by the commitment to use our forward vision to deliver unmatched client experiences. **FORVIS** is built upon the strong legacies of BKD and DHG, which is reflected in a name comprised from partner initials that represents our unique focus on preparing our clients for what is next. With more than 5,400 dedicated professionals who serve clients in all 50 states, as well as across the globe, **FORVIS** will offer comprehensive assurance, tax, advisory and wealth management services. Visit [www.forvis.com](http://www.forvis.com) on June 1, 2022 and today at [FutureFocusedFirm.com](http://FutureFocusedFirm.com) for additional information.