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Jan. 19, 2022



Massarsky Consulting has joined the professional services firm Citrin Cooperman. Massarsky is a leading copyright economics consultancy widely known for their work in the music industry serving the valuation interests of music publishing and recording label firms.

Massarsky Consulting Partners [Barry Massarsky](#) and [Nari Matsuura](#) will join Citrin Cooperman as partners and co-leaders of the firm's new [Music Economics and Valuation Services Practice](#), along with their well-regarded team which includes Elon Altman and Jake DeVries. The Massarsky Group will join Citrin Cooperman's rapidly growing [Entertainment, Music, and Sports Practice](#), led by Partner [Matthew Segreto](#).

"Barry's reputation in the entertainment industry precedes him. His name is synonymous with the economics of music and his group will be a fantastic addition to our firm," said Citrin Cooperman Executive Chairman [Joel Cooperman](#).

Alan Badey, CEO of Citrin Cooperman, adds: “Nari has singlehandedly

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Adds Partner Nari Matsuura, “Joining Citrin Cooperman was the natural next step for our firm given its growth, and together we can fully serve the continually rising demand for our services in the music industry. We are so excited to begin 2022 as part of their team.”

“The Massarsky Group has a deep understanding of industry dynamics, is committed to fostering long-term relationships, and has a true passion for the work that they do. We could not be more excited to have a firm join that aligns so perfectly with our values,” shared Citrin Cooperman CEO Alan Badey.

Massarsky Consulting, founded in 1992, provides strategic counsel to owners of music copyrights, as well as valuation, litigation economics, and performance income review. Massarsky is known for its high value relationships with performance rights organizations, music publishers, record companies, music industry trade organizations, and music litigation firms. They are also the leading firm in the valuation of music transactions, which has seen an explosion of sales activity in the assets of marquee artists, due to their stellar consumer and revenue growth, as well as low earnings volatility. They have a breadth of clients in New York, Los Angeles, Nashville, Washington, DC, Toronto, and London, as well as in Europe, South America, and Australia.

Matthew Segreto, leader of Citrin Cooperman’s Entertainment, Music, and Sports Practice, shared, “The combined resources of our two firms will bring an unprecedented level of depth and breadth of experience and expertise to our entertainment and business management clients.”

Built on a strong foundation of exceptional client service and the integration of personal and business consulting, tax planning and compliance, and business management, Citrin Cooperman services high-profile and emerging talent in the

music, TV and film, media, and sports industries, as well as high net worth

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also represented by Brian Richards of Artisan, a specialty investment bank which provides advisory services throughout the music, media, and entertainment industries.

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