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Latest Acquisition

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Apr. 19, 2022



CITRIN COOPERMAN®

Citrin Cooperman has announced the joining of McNulty & Associates, Inc. ("McNulty"), a provider of Price-to-Win (PTW) and Competitive Analysis and Assessments professional services. McNulty Founder, President, and Chief Executive Officer **Michael McNulty** will join Citrin Cooperman as a partner, along with the company's nationwide team of employees and consultants. The McNulty team will bring depth, growth, and innovation to Citrin Cooperman's **Government**

[Contracting Practice](#), and dovetails into their strategy of building deep benches of

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For the last 15 years, McNulty has supported many of the leading public sector firms providing services to the U.S. Government. Their team of research analysts, technology experts, pricing and financial analysts, technologists, and parametric modelers provide clients with exceptional insights and understanding of the program, budget, competitive landscape, and pricing for their must-win opportunities. Their clients benefit from their unique combination of decades of experience coupled with innovative processes to solve their competitive challenges.

“This is the perfect opportunity to expand our best-in-class practice with the ability to increase our resources and gain entry to new markets,” says Michael McNulty. “By joining forces with the team at Citrin Cooperman, our clients will have access to enhanced services and support that accelerate and maximize their growth efforts.”

With deep engineering backgrounds and decades of experience, the McNulty team is able to look at the request for proposal (RFP) for a Price-to-Win consulting engagement as a technical requirement, then as a competitive pricing endeavor. They have developed a reliable methodology which supports many types of bids and use proven estimating techniques and metrics applied by very experienced Price-to-Win analysts.

“We are excited to be able to build on our existing practice while becoming a broader full-service firm,” says [Sirena Johnson](#), co-leader of Citrin Cooperman’s [Government Contracting Practice](#). “This move strengthens our ability to serve clients with an expanded support system and an even greater depth of talent and allows for tremendous growth opportunities for our team.”

“McNulty’s Government Contracting Advisory Services offerings will be an important additional asset to our practice,” adds [Shawn Howard](#), co-leader of the firm’s Government Contracting Practice. “Their extensive skillset will significantly

expand how our professionals can help their clients, while also enhancing our

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requirements. The team works proactively from pre-award through the life cycle of the contract to maintain compliance and ensure client profitability.

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