

WOMEN OWNED LAW

WOL Sponsor Spotlight Questionnaire



**Colleen S. Vallen, CPA, CFF,
Partner, Citrin Cooperman**

1. Please describe your career path. What were the key moves you made that helped start you on the road to being an entrepreneur?

I am a partner at Citrin Cooperman, a large CPA firm which has a true drive towards entrepreneurship. The ability to develop, manage, and grow your practice is critical to our success and is a guiding line for us.

My career path started in a Big 4 firm, where I was an auditor. Overtime, that experience led me to a boutique forensic and litigation firm. Once I started working in this field, I knew it was where I was meant to be. I recognized early that to be successful in this arena you not only have to have strong technical skills, but a strong relationship building practice as well.

In 2012, I joined Citrin Cooperman to develop a Forensic and Litigation Practice in the Philadelphia office. This move was not just about developing business, it was about the development of a team.

2. Why did you choose to sponsor Women Owned Law?

The continued advancement of women is not an option; it is an imperative. Our firm, Citrin Cooperman, supports the advancement of women at our firm and within our sphere of influence.

Our firm has chosen to sponsor Women Owned Law because we are committed to the advancement of women, believe in the spirit of entrepreneurship, and are excited to see continued growth in the development of women-owned businesses.

3. What advice do you have for an early-stage entrepreneur in the same business?

Understand the importance of both balancing building your business and servicing your business. The demands of billable work can lead to periods where it is difficult to work on business development. This intermittent business development can impact your pipeline and create peaks and valleys that can impact the financial position of your business.

Make time for business development, even when you are busy. Keep building your network and your relationships.