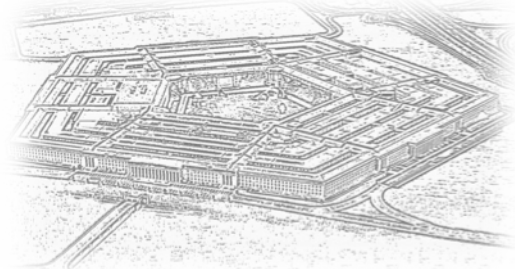




Navigating in the Pentagon can be confusing and navigating the world of doing business with the Pentagon is even more challenging. It requires a skilled navigator who can help you avoid the shoals and shallows and keep you headed into fair and profitable waters. At CCA we offer your business unique insights into the complexities of establishing, growing and maintaining your defense business

base. We help you understand where your capabilities match DoD needs and where your competitive advantages lie. If you are contemplating expansion of your DoD business into new areas, or expanding into other Service or Agency markets, CCA can help you navigate the high winds and heavy seas of the Pentagon.



How CCA can help your business

- Policy Insights
- Budget Analysis
- Pipeline Development
- Lead Generation
- Contract Analysis
- Relationship Building
- Pricing Strategies
- Strategic Planning
- Finding Teammates
- Call Plan Development
- Leadership and Ethics Training
- Proposal Development and Review
- Organizational Structure
- Contracting Strategies
- Capture Plan Development
- Small Business Incentives
- Bid-No Bid Processes
- P&L Analysis
- Business Plan Development
- Executive Coaching
- Association Affiliations

About CCA

Our mission at CCA is to deliver C-Suite-level consulting services to commercial and government clients by providing advice and counsel in strategic planning, executive coaching and organizational restructuring. CCA's founder, VADM Lou Crenshaw USN(Ret.) has over 40 years of experience in the public and private sector.

About Lou Crenshaw



VADM Lou Crenshaw USN (Ret.) is the Founder and President of Crenshaw Consulting Associates LLC, a Service Disabled, Veteran Owned Small Business. He has a record of four decades of proven executive success in a broad range of leadership positions in the public and private sectors. Lou was a Principal in the global accounting firm, Grant Thornton, LLP from 2007-2013 where he was the National Industry Partner in charge of the firm's Aerospace and Defense Industry segment. Lou was also the Defense and Intelligence Sector lead in Grant Thornton's Global Public Sector. From 1974-2007 Lou was in the United States Navy, culminating his career as the Deputy Chief of Naval Operations for Resources, Requirements and Assessments (N8). He commanded an Attack Squadron (VA-85), Carrier Air Wing (CVW-1), Carrier Battle Group (CCG-8) and the Naval Region Europe. Lou is a graduate of the US Naval Academy and the US Naval Test Pilot School and is a Certified Defense Financial Manager (CDFM).

Doing Business with CCA

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NAICS 541611, 541618, 541613

SAMS UID: JK9ZCDRKSMD7

Service Disabled Veteran Owned Small Business

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Let CCA help you "break the barrier"