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Early engagement with federal procurement officials can improve acquisition policies and enhance a company’s competitiveness and marketability. The value of strong business relationships in the federal marketplace should never be underestimated.

**Robert A. Burton**  
*Partner*

### Depth of Experience

Rob Burton, a partner in the Government Contracts Group, leads Crowell & Moring’s Advocacy and Federal Marketing Practice. Rob is uniquely positioned to support clients on procurement policy issues and marketing strategies, having served in the Executive Office of the President as the Acting and Deputy Administrator of the Office of Federal Procurement Policy, the top career procurement official in the U.S. Government. As a result of his 30-year government career in acquisition, he has exceptionally strong relationships with agency Senior Procurement Executives, procurement professionals on Senate and House Committees, the trade media, and a wide range of contractors who do business with the federal government. Rob also works closely with major associations that have government contractor members, including the Professional Services Council and the National Contract Management Association.

## Government Contracts Advocacy and Federal Marketing

The federal marketplace is more competitive than ever because of the growing number of consolidated contracts and fewer contracting opportunities. Our Government Contracts Advocacy and Federal Marketing Practice assists contractors by: 1) advocating for statutory, regulatory, and policy changes to improve the fairness and operation of the federal acquisition system; and 2) providing marketing support to enhance the competitiveness of contractors in the public sector.

### Advocacy Support

Our services include:

- Advocacy support for government-wide or agency-specific acquisition reform proposals.
- Development of advocacy position papers and persuasive messaging for presentations to policy decision-makers at the Office of Federal Procurement Policy (OFPP), GSA, DHS, Senate and House committees, and others.
- Introductions and outreach to procurement policy officials in Congress, OFPP, and the federal agencies.
- Development and placement of commentaries on acquisition reform in major trade publications and news outlets.
- Development of draft language to amend federal procurement statutes, the Federal Acquisition Regulation, and agency procurement policies.
- Expert witness testimony in support of court and arbitration cases involving government contracts issues.

### Federal Marketing Support

Our services include:

- Development of contractor business relationships with agency Senior Procurement Executives and program managers.
- Advocacy for full and open competitions or small business set-asides, as appropriate.
- Assistance with business intelligence and the development of effective capability briefings for senior agency officials.
- Research of agency contracting opportunities and the history of previous competitions for the same or similar contracts.
- Introduction of companies to existing federal prime contractors for business opportunities such as teaming, mentor-protégé, and subcontracting; drafting of necessary agreements.
- Post-award resolution of contract issues through early engagement with appropriate agency officials, thereby reducing the potential for formal disputes and litigation.
- Improvement of corporate ethics and compliance programs to enhance the competitiveness and marketability of a company’s products and services.

## Contacts



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## Examples of Our Success

- Advocated for and secured bipartisan passage of a major, standalone acquisition reform bill.
- Advocated for and ensured inclusion of acquisition reform provisions in the annual National Defense Authorization Acts.
- Worked with OFPP to ensure more competition and innovative approaches to federal procurement.
- Persuaded agencies to compete opportunities that had been inappropriately sole sourced for years.
- Avoided formal contract disputes and litigation by engaging senior agency procurement officials.
- Worked with DOE to ensure more efficient use of a client's agency-wide Blanket Purchase Agreement.
- Worked with OFPP to ensure that certain acquisition reform recommendations submitted by the Section 809 Panel are prioritized.
- Worked with GSA and SBA to deviate from the requirements of a government-wide acquisition vehicle to allow for more small business participation.
- Worked with senior agency procurement executives to identify appropriate program managers for client marketing purposes.
- Successfully secured small business set-aside and full and open competitive opportunities at various agencies.
- Resolved contentious legal issues with senior-level agency attorneys.
- Developed a successful media campaign to influence the direction of an agency's procurement and competition policies.

## About Our Government Contracts Practice

With a 40-year history and a team of lawyers who are bar and industry leaders, Crowell & Moring LLP's Government Contracts practice, with our unrivaled depth and history of successes, is widely recognized as the best in the business. Whatever the issue, our 60+ government contracts lawyers have the experience and expertise to tackle it – from contract formation issues and business and compliance strategies; to bid protests, contract interpretation, and performance disputes; to the intricacies of government cost accounting; and to post-performance audits, investigations, and defense of fraud allegations, including “bet the company” suspension and debarment representation. Ranked as a top tier practice, *Chambers USA* describes us as a practice that “continues to be held in high esteem by the government contracts sector and handles an array of matters” and as “the gold standard in this area.”

## About Us

Crowell & Moring is an international law firm with nearly 550 lawyers representing clients in transactional, regulatory, litigation, and arbitration matters. The firm is internationally recognized for providing innovative approaches to legal and business challenges, as well as creative alternative fee arrangements that demonstrate its personal investment in its clients' success. The firm has also been recognized for its ongoing commitment to *pro bono* service and diversity. Crowell & Moring has offices in Washington, D.C., New York, Los Angeles, San Francisco, Orange County, London, and Brussels.