



KEVIN P. CROY

Managing Director, Transfer Pricing

As part of GTM's International Tax Services ("ITS") practice, Kevin is the Managing Director of Transfer Pricing for the firm. Kevin is responsible for delivering all transfer pricing services, with an emphasis on operational transfer pricing, benchmarking, and documentation services for our multinational and multistate clients.

Kevin came to GTM in 2018 from Deloitte Tax LLP in Philadelphia, where he spent the prior seven years leading, developing, and mentoring a team of transfer pricing professionals. His focus has been on transfer pricing planning, business model optimization, and documentation services for multinational enterprises across a variety of industries. Prior to Deloitte, he was a Transfer Pricing manager at KPMG LLP in Philadelphia.

During his 13-year career in public accounting, he developed a deep knowledge of the U.S. transfer pricing regulations as well as the OECD Transfer Pricing Guidelines, which many foreign jurisdictions have adopted. Kevin also knows what it's like to be on the client side. While with KPMG, he had the unique experience of working within a Fortune 100 multinational pharmaceutical company's tax department in a loaned staff capacity for more than six months. There he led an initiative to operationalize transfer pricing processes and develop automated transfer pricing applications to streamline routine tasks.

He is a regular speaker on transfer pricing topics for a variety of tax conferences including: Tax Executives Institute ("TEI"), CBI's Life Sciences Summit, and Deloitte Tax's Global Tax Conference at Villanova University.

Kevin was born in Florida, but as the son of a U.S. soldier, enjoyed living in many U.S. states as well as in Germany. He currently resides in Jenkintown, PA with his wife and two children. In his free time, Kevin enjoys traveling and finding interesting investment opportunities.

DESIGNATION: CPA

EDUCATION: M.B.A. and M.S., Information Systems, from the Pennsylvania State University
B.S. in Finance & Accounting with concentration in International Business, from the Pennsylvania State University

“*Transfer pricing is not voodoo or some other dark art, though many certainly feel that way. I endeavor to demystify transfer pricing and help our clients develop and implement practical solutions that achieve their tax and business objectives.*”

CONTACT

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