

# Dave Sullivan



## Shareholder

503.221.7563

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### Education

Bachelor of Arts, Journalism  
University of Oregon

### Professional & Civic Affiliations

University of Oregon Alumni Association  
Past Board Member (Exec. Board)  
Oregon Creative Industries  
Founding Board Member  
Greater Portland, Inc.  
Investment Committee  
American Cancer Society  
Founding Board Member  
Oregon Entrepreneurs Network  
Past Board Member  
Dress for Success  
Past President of the Board  
Two Rivers Montessori School  
Past Board Member  
Health in Harmony  
Communications Advisory Council  
Portland Advertising Federation  
Financial Executive International  
Association of Corporate Growth  
Financial Executives Networking Group

### Publications

Co-author of the book, "Newspaper Ads That Make Sales Jump, A How-to Guide"

### Professional Profile

Dave joined Perkins & Co in 2001, and his responsibilities include developing new business, establishing strategic alliances with the firm and other businesses and professionals, and providing marketing, sales and strategic management services for clients.

Dave offers a seasoned and objective view of business operations. He has particular experience in identifying a company's strengths and value proposition and leveraging that with effective marketing and communications strategies. Dave also helps companies create high performance sales teams. He works closely with management to create a sustained and energized sales culture, empowering the client to control its sales destiny. He has served as facilitator, team trainer and marketing advisor.

With more than 25 years of experience in marketing, business development and corporate communications, Dave has enjoyed a career that has included several diverse and successful positions. Before joining Perkins, he was director of marketing for Oregon Graduate Institute. Prior to that, he was a partner and manager of a national marketing and business consulting company, Marketing Clarity, which focused on helping small companies survive and grow by identifying and exploiting their niche and market position.

Dave also has many years of experience on the media side of the marketing business. He was general manager and executive producer at MIRA Creative Group, a multi-million dollar corporate communications company specializing in film and video. Dave began his career as a television journalist including a sports anchor position at a KGW-TV in Portland, and he was an on-air co-host of the nightly syndicated program, PM Magazine.

In the accounting industry, Dave has been recognized nationally as one of the "go-to" experts in sales, growth strategy, diversification and branding.