



SULLIVAN STRATEGIC

Because Accounting Shouldn't Be Taxing

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Curriculum Vitae - John P Sullivan, CPA/ABV, CVA

CPA Industry Practice Winner in *SmartCEO's* Philadelphia CPA & ESQ Awards

Sullivan Strategic | Certified Public Accountant

- Tax Planning & Compliance for Entrepreneurs and Small Business
- Financial Accounting Advisory Services
- Peer-Reviewed Firm for Assurance (Audits/Reviews/Compilations/Projections)
- Forensic Accounting and Litigation Support Services

Everingham & Kerr, Inc. | Certified Valuation Analyst + Mergers & Acquisitions Advisor

- Prepares Business Valuations for SBA lending, estate planning, and succession plans
- Merger & Acquisition advisor for the lower middle market and entrepreneurs

SUMMARY OF EXPERIENCE AND QUALIFICATIONS

For over twenty years as a Certified Public Accountant (CPA) in both public accounting and private industry, John has mastered a specialized knowledge of key areas in accounting including strategic business & tax planning, business valuation, mergers & acquisitions, financial reporting (audits, reviews, and compilations in conformity with GAAP), internal controls, and modeling financial projections. John has spoken and written on tax, valuation and business consulting topics.

Mr. Sullivan began his career as a senior auditor at Ernst & Young, one of the Big Four international accounting firms. His Fortune 500 corporate experience includes working as a senior financial analyst at Campbell Soup Company. Mr. Sullivan's management advisory services experience includes working alongside private equity entrepreneurs and a publicly traded finance company, CapitalSource to provide due diligence and valuation services in the acquisition of a 20-year-old direct-response marketing and precious metals/jewelry reclamation dealer, subsequently serve as its Chief Financial Officer, and ultimately handle the sale and wind-down of the Company.

Mr. Sullivan is a Certified Public Accountant (CPA) licensed in New Jersey and Pennsylvania and has earned the designations of Accredited in Business Valuation (ABV) and Certified Valuation Analyst (CVA) credentialed by the American Institute of Certified Public Accountants (AICPA) and National Association of Certified Valuators and Analysts (NACVA), respectively. These credentials require passing a rigorous exam, demonstrating considerable professional experience and continuing education in the areas of accounting, tax, business valuation and financial forensics, and adhering to professional standards established by both organizations. Our firm is enrolled in the AICPA's Peer Review Program, whereby our quality control standards are reviewed by another CPA firm for compliance on a triennial basis. Our most recent report received the highest rating.

FORMAL EDUCATION

- **Villanova University**, Villanova, Pennsylvania
Bachelor of Science in Accountancy, May 1998
Graduated Magna Cum Laude in Top Six Percent of Class, Dean's List all Semesters

PROFESSIONAL EDUCATION

- CPA Exam Review Courses, University of Pennsylvania, 1998
- Business Valuation & Certificate Training Center, NACVA, 2004, 40 Hours
- ABV Examination Review Course, AICPA, 2011, 13 Hours
- Continuing Professional Education (CPE), Over 1,000 Hours, Minimum of 40 Hours per Year, 1998 - Present

PROFESSIONAL DESIGNATIONS AND CERTIFICATIONS

- **CPA**, Certified Public Accountant
Passed CPA Exam in November 1999, Pennsylvania (earliest permitted)
Pennsylvania License #CA041812L, August 2000
New Jersey License #20CC 03384700, March 2008
- **CVA**, Certified Valuation Analyst
Awarded by the National Association of Certified Valuators and Analysts
Received designation in February 2005, Certificate #22873
- **ABV**, Accredited in Business Valuation
Awarded by the American Institute of Certified Public Accountants
Received designation in September 2011, Certificate #3868

AWARDS, MEMBERSHIPS, AND VOLUNTEER ORGANIZATIONS

- CPA Industry Practice Winner - *SmartCEO's* 2015 Philadelphia CPA & ESQ Awards
- American Institute of Certified Public Accountants (AICPA)
- Forensic & Valuation Services Section, AICPA
- National Association of Certified Valuators and Analysts (NACVA)
- Beta Gamma Sigma - International Business Honor Society
- Treasurer, Society of Financial Service Professionals - South Jersey Chapter
- Treasurer, 324 East 24th Avenue Condominium Association
- Paw Pal Professionals - Volunteer/Fundraiser for Animal Rights

SUMMARY OF PREVIOUS PROFESSIONAL EXPERIENCE

Cordua, Pastore & Associates, 2002 to 2014

Director of Assurance & Consulting

- Provided forensic and business valuation services for mergers & acquisitions, estate and gift tax planning, succession plans, and matrimonial or shareholder disputes
- Supervised audits, reviews, compilations for closely-held companies in diversified industries including Construction, Manufacturing, Distribution, Real Estate, Restaurants, Services, and Non-Profits
- Tax Preparation and Planning - Corporate, Partnership & Individual
- Merger & Acquisitions Consulting and Due Diligence
- Accounting Consultation for Entrepreneurs and Start-Ups
- Financial Modeling Specialist for Projections, Forecasts, and Budgets
- Served as AICPA Peer Review Program Compliance Manager

Lippincott, LLC, 2007 to 2010

Chief Financial Officer

- Worked alongside private equity entrepreneurs and CapitalSource (NYSE: CSE) to provide due diligence and valuation services in the acquisition of a 20-year-old direct-response marketing and precious metals/jewelry reclamation dealer
- Subsequently serve as its Chief Financial Officer responsible for commodities hedging, financial reporting, advertising budgets, and ultimately the subsequent sale and wind-down of the Company.

Campbell Sales Company, 2001 to 2002

Senior Financial Analyst

- Controlled \$560MM U.S. trade budget by brand for Fortune 500 soup manufacturer

Ernst & Young, LLP, 1997 to 2000

Senior Auditor

- Performed audits of private and publicly-held corporations at the "Big Four" international CPA firm, with a focus in its entrepreneurial services group

PUBLICATIONS AND PRESENTATIONS

- "Mergers and Acquisitions", speaker to Mercer Chapter of NJCPA, September 2017
- "Tax and Estate Planning for Same Sex Partners", speaker on panel for Society of Financial Service Professionals at the Mansion in Voorhees, NJ, November 2014
- "Business Valuation: An Overview for Bankers", multiple presentations on valuation topics to various regional banks in Southern New Jersey, 2013-present
- "Business Valuation: An Overview to Small Business Owners", lead speaker on joint panel for retirement and estate planning with Fulton Bank to New Jersey business owners at Caffè Aldo Lamberti, Cherry Hill, NJ November 2013
- "Top 10 Needs for a Business Valuation", Jersey Man Magazine, Volume 3, Number 3, June 2013
- "Accounting, Tax and Regulatory Issues for Entrepreneurs and Start-Ups", speaker to Philadelphia entrepreneurs and small business owners, FINANTA, March 2012
- "What is an Audit? A Review? A Compilation?", lead speaker on assurance topics to the Building Contractors Association of South Jersey, February 2011
- "What is Percentage of Completion and why do Financing Sources and Bonding Companies Want to See It?", lead speaker on construction accounting topics to the Building Contractors Association of South Jersey, February 2011
- "Document Management in the Digital Age", PICPA Network News - Practice Management, December 2007

EXPERIENCE IN FORENSIC ACCOUNTING & OTHER LITIGATION SUPPORT

- Forensic Accounting for Fraud and/or Misappropriation by:
 - Project Manager of Real Estate Developer
 - Managing Member of Print Shop
 - Former Spouses in Divorce Matters
 - Majority Members and Employees of Nightclub
 - Closely-Held Business and Shareholder Trusts
 - Court-Appointed Forensic Accountant for Closely-Held Business and Estate Matter
- Recovery of Damages for Lost Earnings/Profits:
 - Government Contractor of Power Conversion Systems
 - Ambulatory Surgery Center
- Business Interruption Claim for Cookie Manufacturer
- Orderly Wind Down of Precious Metals/Jewelry Reclamation Dealer
- Liquidation Value and Capital Account Analysis for Print Shop
- Liquidation Analysis for Medicare-certified Home Health Care Corporations
- Forensic Accounting of Insurance Proceeds & Damages from Superstorm Sandy

Litigation Support specifically for Business Valuations denoted on following page

SELECTED EXPERIENCE IN VALUATIONS | MERGERS & ACQUISITIONS ***

- Manufacturing, Wholesale/Distribution Industries:
 - Manufacturer of Metalworking Lubricants for Shareholder Dispute (*LSS*)
 - Medical Supplies & Equipment Distributor for Acquisition Purposes (*DD*)
 - Custom and Prefabricated Door Distributor for Gift Tax Return
 - Sign Manufacturer for Acquisition Purposes (*DD*)
 - Coffee Manufacturer and Distributor for Acquisition Purposes (*DD*)
 - Metal Finishing and Powder Coating Plant for Acquisition Purposes (*DD*)
 - ISO Shipping Container Manufacturer/Lessor for Estate Planning Purposes
 - Cookie and Snack Food Manufacturer & Distributor for Various Purposes
- Specialty Contractors:
 - Fire Sprinkler Contractor for Buy/Sell Agreement Purposes
 - Steel Contractor for Succession Planning Purposes
 - Concrete and Masonry Contractor for Planning & Gift Tax Return
 - Water Well and Geothermal Contractor for Estate Tax Planning Purposes
- Restaurants and Retail Establishments:
 - Restaurants (including Bars and Catering Facilities) for Shareholder Disputes (*LSS*)
 - Pizzerias for Estate Tax Return, and Insurance Planning Purposes
 - Retail Video Rental Stores for Divorce (*LSS*)
 - Automotive Repair Shop for Planning Purposes
 - Retail Jewelry Store for Planning Purposes
 - Fruit & Vegetable Markets for Estate Planning Purposes
 - Tobacco and Cigar Specialty Stores for Sale of Business
 - Feed/Pet Supply Store for Sale of Business
 - Pharmacies for Potential Sale of Business and Employee Buy-In
- Professional Practices and Other Services:
 - Law Firms, Engineering, IT, PR and Other Consulting Firms for Various Purposes
 - Office of Physicians and Physical Therapists for Various Purposes
 - Security and Guard Services for Buy/Sell Agreement Purposes and Sale of Business
 - Veterinary Hospital for Employee Buy-In
 - Telecommunications Provider for Shareholder Buyout
 - Adult Day-Care Facility for Sale of Business
 - Travel Agencies for Planning Purposes
 - Home Inspection and Exterminating Services for Sale of Business
 - Direct Response Marketing & Precious Metals/Jewelry Reclamation Dealer (*DD*)
 - Software and Application Developer for Planning Purposes
- Fair Value for Financial Reporting (Intangible Assets & Stock-Based Comp)
- Investment and Real Estate Holding Company (FLP) for Gift Tax Return

*** Prepared over 250 Business Valuations. Not All Industries Listed Above.

(*LSS*) – Engaged also for Litigation Support Services | (*DD*) – Engaged also for Due Diligence Services

**EXPERIENCE IN PROSPECTIVE FINANCIAL MODELING
FOR PROJECTIONS, FORECASTS & BUDGETING (PARTIAL)**

- Financial Projection & Start-Up Budget to Obtain Debt or Equity Financing:
 - Film Studio and Retail Real Estate Developer for Investors
 - Non-Traditional Private Money Lender for Distressed Real Estate
 - Skin Care wholesaler with distribution in Whole Foods Markets
 - Celebrity Chef Restaurant in Center-City Philadelphia
 - Bloody Mary Mix by Celebrity Chef with online & wholesale distribution
 - Specialized Technology for Industrial Water Industry
 - Cloud-Based Property Management Technology for Hotels Industry
 - Specialty New Orleans-Based Grocery Store
 - Craft Beer Brewery with On-Site Brewing and Subcontracted Operations
 - Manufacturing and Retail/Online Distribution of Biodegradable Pregnancy Test
 - Bakery of Specialty and Gluten-Free Food Products
 - Hand-Made Premium Ice Cream Shop and Pint Distributor

- Projected Post-Sale Cash Flow Pro-Forma with Loan Payback Analysis:
 - Medical Supplies & Equipment Distributor
 - Coffee Manufacturer and Distributor
 - Metal Finishing and Powder Coating Plant

- Project Budget for Real Estate Developer for Government Bonding & Investors

- Budget and Projections for Country Club and Catering Facility for Board

- Advertising Budgets, Divisional Forecasts, Neilson Reporting and Development of Macro-Based Sales Reports for Fortune-500 Soup Manufacturer

- Direct Response Marketing Budgets for Television and Web (SEO/SEM)

- Commodities Market (Gold and Platinum) Hedging Analysis and Forecasting

- Designed Financial Model based on lead generation and trending commodities prices for improved accuracy of revenue projections across six brands

Prepare tax and other basic projections on a regular basis for significant number of clients as part of traditional tax and accounting consultation. Not all listed above.

CONFERENCES AND SEMINARS (PARTIAL ONLY)

- 12th Annual Consultants Conference, NACVA, 2005
- Your Role in Business Valuations, PICPA / Pennsylvania Bar Association, 2006
- Accounting Issues in Divorce Litigation, PICPA, 2006
- Practice Management Conference, PICPA, 2007
- Divorce Conference, PICPA, 2007
- Understanding the New AICPA Business Valuation Standards, PICPA, 2007
- Document Retention in New Jersey, Lorman, 2007
- Accounting Issues in Divorce Litigation, PICPA, 2007
- Forensic & Litigation Services Conference, PICPA, 2007
- Negotiations and Tax Aspects of Buying and Selling a Business, PICPA, 2010
- Fair Value Accounting, PICPA, 2010
- Divorce Conference, PICPA, 2011
- Business Valuation Standards and Ethics Maze, NACVA, 2011
- Divorce Conference, PICPA, 2012
- Valuation of a Small Business, AICPA, 2013
- An A to Z Guide to Effective Report Writing, AICPA, 2013
- Valuation on the Cheap: Short Cuts and How to Do it Without Committing Malpractice, AICPA, 2013
- Forensic & Litigation Services Conference, PICPA, 2013
- Business Valuations and Mergers & Acquisitions, NJSCPA, 2014
- Advanced Market & Asset Approach and Discounts & Premiums, NACVA, 2014
- Advanced Issues in S Corps, FLPs, Goodwill in Divorce, Intangible Asset Valuations, Testimony, and Risk Management, NACVA, 2014
- Forensic & Valuation Industry Standards Webinar, NACVA, 2014
- Business Valuation & Financial Forensics SuperConference, NACVA, 2016
- Best Practices in Business Valuation and Litigation Services, NACVA, 2016
- How to Value Physician Practices, NACVA, 2016
- Valuing Earn-outs and Other Performance Based Contracts, NACVA, 2016
- Transaction Advisory Services – Beyond Accounting Due Diligence, NACVA, 2016
- Audit Sampling: Tests of Details and Tests of Controls, Thomson Reuters, 2017
- Forensic & Valuation Industry Standards Webinar, NACVA, 2017
- Current Update in Valuations, NACVA, 2008, 2011, 2014, 2016, 2019
- Discounts for Lack of Marketability, NACVA, Ft. Lauderdale, 2019
- Financial Valuation Super Conference, NACVA, Ft. Lauderdale, 2019
- Around the Valuation World Monthly Webcast, NACVA, 2020-2022

Over 1,000 hours of professional education since 1998 in subjects including but not limited to accounting, auditing, taxation, and ethics on a regular basis. Not all listed above.