



SULLIVAN STRATEGIC

Because Accounting Shouldn't Be Taxing

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

Mr. Sullivan brings extensive financial expertise to his clients. 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. As a credentialed valuation analyst (CVA/ABV), he has the skills and experience necessary to properly value businesses for numerous purposes including mergers and acquisitions, estate and gift tax planning, business succession plans, and matrimonial or shareholder disputes. 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 (NASDAQ: PACW) 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.

John graduated Magna Cum Laude in the top six percent of his class from Villanova University, whose undergraduate business program was ranked #1 in the nation according to Bloomberg (2016). Mr. Sullivan is an active member of various professional networking organizations and associations throughout the Delaware Valley. He recently won a CPA Industry Practice Award for business valuation at Philadelphia SmartCEO's CPA & ESQ Awards. John lives in Cherry Hill, New Jersey with his wife and two children.