



KEVIN SULLIVAN COMMUNICATIONS

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KEVIN SULLIVAN // FOUNDER

- >> Former White House Communications Director
- >> Former SVP, Corporate Communications, NBC Universal
- >> Former VP, Communications, NBC Sports / Dallas Mavericks
- >> Honored with the NBA's "lifetime achievement award" for PR

Kevin Sullivan's career in communications — which includes the rare combination of White House, corporate and sports experience at the most senior levels — uniquely qualifies him to deliver results to KSC clients through message development, strategic communications planning, media training and speech/presentation coaching, crisis planning and response, and writing speeches and editorials.

KSC, with associates in New York, Washington, D.C., Tampa/St. Petersburg and Miami, has delivered results in all those areas since its launch in February 2009. An impressive list of clients ranging from Fortune 500 companies, professional sports franchises and leagues, high-profile CEOs, major non-profits, government officials and growing companies of all sizes have benefited from Sullivan's approach to providing customized solutions through sharp messaging, sound strategy and an emphasis on being prepared to address any communications challenge.

In addition to leading KSC, Sullivan is affiliated with Weber Shandwick — a leading global public relations company — as a senior consultant.



Sullivan was appointed by President George W. Bush as Assistant to the President for Communications on July 11, 2006. At the White House, he oversaw message development and communications planning. Sullivan's responsibilities also included oversight of the White House Web site; the rapid response operation; outreach to regional and specialty media; and the production of Presidential events.

White House Chief of Staff Josh Bolten said one of Sullivan's strengths was his "real Main Street perspective" that enabled him to communicate

complicated issues in a way that would connect with the American people.

Previously, Sullivan served as the Senate-confirmed Assistant Secretary for Communications & Outreach at the U.S. Department of Education.

Before moving to Washington, Sullivan was senior vice president for corporate communications & media relations at NBC Universal. There he aligned strategic communications planning across the company's many divisions and cable networks to effectively position the newly formed company as one of the world's leading media and entertainment companies.

Sullivan also led media relations strategy for the company's top executives; represented NBC Universal on a coalition of television networks formed to develop effective anti-piracy messaging; and headed up the corporate events group.

As vice president of communications at NBC Sports, Sullivan led NBC's communications efforts for three Olympic Games and for properties such as the U.S. Open, PGA Tour and Ryder Cup; the National Basketball Association; Major League Baseball; NASCAR; Wimbledon; Notre Dame football; and horse racing's Triple Crown.

Sullivan got his start with the Dallas Mavericks, where he was regarded as one of the NBA's top public relations executives. Sullivan was honored five times by the media as the Outstanding Public Relations Director in the NBA's Western Conference and received the NBA's 2004 Splaver/McHugh Tribute to Excellence Award in recognition of his outstanding career performance and service.

Sullivan earned a bachelor of science in management from Purdue University and a master of arts in mass communication from Iona College in New York. He is a frequent guest co-host of "Polioptics," the political communications show heard on SiriusXM's POTUS channel. He serves on the advisory boards of the Congressional Coalition on Adoption Institute and the Wayborn School of Journalism at the University of North Texas. A native of the Chicago area, Sullivan and his wife, Jo Anne, have five children.

WHAT THEY'RE SAYING

"Through the years, Kevin Sullivan has been an important strategic adviser to me, both professionally and personally. Sports can be filled with intense, high-pressure situations and that experience served him well at the White House. In difficult times, his sharp instincts and confident presence helps solve complicated communications issues.



He is smart, hard working and patient but, most importantly, his optimism is infectious. Any team he joins will benefit from his optimistic leadership, strategic thinking and strong counsel.

Simply stated, Sully delivers results."

– Dick Ebersol, Former Chairman, NBC Universal Sports & Olympics

"(Sullivan) makes everyone feel valued and leads with a consistently optimistic spirit. I guess that's where Sully's sports background pays off at the White House. He understands the importance of a team ethic and knows how to build it in his own operation.



– White House Chief of Staff Josh Bolten
Street & Smith's Sports Business Journal, Oct. 27-Nov. 2, 2008

"If (Sullivan) had been in charge of Castro's public relations, we'd all be smoking Cubans and singing Guantanamo in the shower."

– Kevin Sherrington,
Dallas Morning News, January 16, 2009

"Kevin Sullivan is on Dallas' media Mount Rushmore."

– Barry Horn,
Dallas Morning News, February 17, 2009