

# Dave Sullivan



## Shareholder

503.221.7563

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### Education

Bachelor of Arts, Journalism  
University of Oregon

### Professional and Civic Affiliations

Dress for Success  
President of the Board  
University of Oregon Alumni Association  
Board Member  
Oregon Entrepreneurs Forum  
Board of Directors  
Start-up Services Committee  
American Marketing Association  
Portland Advertising Federation  
Two Rivers Montessori School  
Past Board Member

### Publications

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

### Awards

Numerous film and video awards

### Professional Profile

Dave joined Perkins & Company in 2001. His responsibilities are to develop new business; establish strategic alliances with the firm and other businesses and professionals; and provide marketing, sales, and strategic management services for clients as needed.

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, leadership and team trainer, and marketing advisor.

With more than 15 years experience in marketing, business development, and corporate communications, Dave has enjoyed a career that has included several diverse, yet successful positions. Before joining Perkins & Company, he was director of marketing for Oregon Graduate Institute. He was also a partner and manager of a national marketing and business consulting company, Marketing Clarity. The company 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.

He is an active member of numerous business organizations in Portland and he participates as coach and mentor in several youth sports activities.



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