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## KEVIN SULLIVAN FOUNDER

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 and social media training, speech/presentation coaching, crisis planning and response, and writing speeches and editorials.

Sullivan is the author of the e-book, "Breaking Through: Lessons Learned from the Locker Room, the Board Room and the Oval Office."



He launched KSC in February 2009 after two-and-a-half years as President George W. Bush's White House Communications Director. Sullivan was appointed by President Bush as Assistant to the President for Communications on July 11, 2006. As White House Communications Director, he oversaw message development and communications planning. Sullivan's responsibilities also included oversight of the White House website; the rapid response operation; outreach to regional and specialty media; and the production of Presidential events.

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.

As vice president of communications at NBC Sports, Sullivan led NBC's communications efforts for three Olympic Games and for properties such as golf's Ryder Cup, U.S. Open and PGA Tour; 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 regularly teaches a course in crisis management and communications as part of the Executive MBA program at Purdue's Daniels School of Business. In recent years, Sullivan has also led an online course in social media for Purdue student athletes.

A native of the Chicago area, Sullivan and his wife, Jo Anne, have five children.