



COMMUNICATIONS

**WEB**

www.ksullivancomms.com

**EMAIL**

ks@ksullivancomms.com

 @KSullie

 /ksullivancommunications

 /in/kevinfsullivan

 /ksullie

## KEVIN SULLIVAN // FOUNDER

- // Former White House Communications Director
- // Former SVP, Corporate Communications, NBC Universal
- // Former VP, Communications, NBC Sports
- // Former VP, Communications, Dallas Mavericks
- // Honored with the NBA's "lifetime achievement award" for PR
- // Author of *Breaking Through: Communications Lessons From the Locker Room, the Board Room & the Oval Office*

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 teaches a course in crisis management and response as part of the Executive MBA program at Purdue University's Krannert School of Management.

Based in Dallas, KSC has associates in New York, Washington, D.C., Tampa Bay and South Florida. 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 seize every communications opportunity.

Sullivan was appointed by President George W. 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 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.

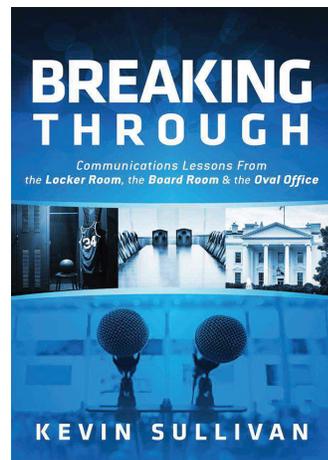
Before moving to Washington, Sullivan was senior vice president for corporate communications & media relations at NBC Universal. There he aligned strategic communications planning across the company's many divisions and cable networks to effectively position the

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 co-host of *Mic Drop*, the official podcast of the Dallas Sports Commission. A native of the Chicago area, Sullivan and his wife, Jo Anne, have five children.



## STRATEGY // MESSAGE // RESULTS