MARCUS A. SULLIVAN, CVA, CM&A, MAFF

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SUMMARY

Seasoned valuation, M&A and financial forensics professional providing financial and business advisory services to the low-middle market clients across multiple industries in the US and Latin America. Highly motivated, results-oriented with an entrepreneurial mindset, analytical skills and strong business acumen.

EXPERIENCE

Sullivan Consulting – Founder and Managing Director 2017 – Present

Valuation, M&A and Business Advisory. Engagement clients include Grupo Ferré Rangel, BDO, EY, Costco, Cardinal Health, Microsoft, EconOne, Saatchi & Saatchi, DirecTV and Pro-Export Colombia, among others.

- Perform complex valuations of closely held businesses for financial reporting, tax compliance, M&A transactions and litigation support such as shareholder transactions, management buyouts, acquisitions, sales, carve-outs, capital raises, buy/sell agreements, goodwill impairments, purchase price allocations, collateral valuations, SBA financing, partner disputes, lost profits, marital dissolutions, exit planning and fairness opinions, among others.
- Provide value enhancing advisory and M&A support to clients in financial, media, retail, hospitality, logistics, health, technology, real estate and business-to-business services industry.
- Conduct strategic and financial analysis of business development opportunities, including potential acquisitions, divestitures, alliances and strategic investments.
- Advise in the structuring of complex transactions involving debt, equity and mezzanine debt.
- Assist clients in the process of raising capital, managing risk and ownership control/dilution.
- Develop M&A and LBO scenarios with sensitivities using financial models assuming best/worst case scenarios affecting capex, debt service, working capital, depreciation and free cash flow.
- Review audited financial statements, shareholder agreements, subscription agreements, buy-sell agreements, confidential information memorandums, research reports and corporate decks.
- Perform financial forensic analysis of complex cases involving different types of litigation scenarios.
- Prepare valuation reports, confidential information memorandums and management presentations.
- Perform reviews of third-party reports for litigation and audit support purposes.
- Provide litigation support related to shareholder disputes, buyouts and economic damages.
- Supervise, mentor and train staff; provide timely and effective performance feedback and training.

Ponterra Business Advisors – Director of Engagement Support Services 2016

M&A and business advisory firm.

- Managed sell-side M&A engagements and assisted in the execution of middle-market company deals from deal structuring and business development to negotiation and closing.
- Drive all aspects of M&A process including valuation, term sheet, due diligence and negotiations.
- Advised middle-market clients with valuation, financial due diligence, capital raisings and transactions.
- Reviewed information memorandums, expressions of interest and purchase agreements.
- Analyzed financial statements and advised clients on accounting issues related to normalizations, capitalizations, add-backs and other financial aspects affecting enterprise value.
- Worked with clients, buyers, accountants, bankers, attorneys, investors and Board members in the structuring, marketing, negotiation and execution of M&A transactions.
- Conducted presentations of prospective clients to private equity groups and strategic clients.
- Led the day-to-day activities, supervised quality control and ensured client deliverables.
- Provided support to Senior Directors during the management and execution of engagements.
- Supervised a group of financial analysts and staff.

Sullivan Consulting – Founder and Managing Director 2003 – 2015

Financial and Business Advisory Firm.

- Performed business valuations for shareholder transactions, exit planning, SBA financing, disputes, financial reporting, goodwill impairments and estate planning.
- Conducted due diligence, financial analysis and planning, fairness opinions and Board advisory services to privately held businesses.
- Elaborated confidential information memorandums, business plans and teasers.
- Assessed and quantified economic damages for third party clients during litigation engagements including lost profits and lost business value.
- Researched financial and economic data, competitive industry dynamics and valuation multiples of guideline companies and recent transactions.
- Engaged in project management from design to development, implementation and execution.
- Led the preparation of management presentations, research reports, corporate decks, Board presentations, prospect pitches and other client deliverables.
- Participated in the development of a fast-growing, entrepreneurial consulting practice including assisting in marketing, client pitches and product and practice development.
- Developed and managed client relationships and interfaced with all levels of management.
- Supervised and coached a multidisciplinary team of consultants, financial analysts and staff and actively participated in the performance management process.

Ernst & Young – Senior Consultant 2001 – 2003

Auditing, Consulting and Tax Firm.

- Performed detailed financial planning and analysis to drive strategic actions and make sound recommendations to clients.
- Engaged in financial and operational due diligence to support transactions for middle-market clients.
- Developed financial models, sensitivity analysis and forecasts to estimate fair market value.
- Drive and support key strategic and financial initiatives to address client needs and goals.
- Prepared business reports, board presentations, research reports and information memorandums.
- Performed process reengineering, capital optimization and cost-benefit analysis.
- Engaged in the development and documentation of business process, workflows and charts.
- Acted as liaison between the client, the team and external stakeholders to manage expectations.
- Supervised engagement staff and provided ongoing support and feedback to meet project deadlines.
- Lead initiatives to drive business, financial and operational improvements across business groups.
- Assisted in business development efforts and provided support to the audit and tax departments.

Banco Santander – Manager 1996 – 2000

International Financial Conglomerate.

- Managed and monitored a portfolio of middle-market clients in the enterprise segment.
- Held responsible for growing revenue, market share, profitability, engagement and risk.
- Performed financial analysis, risk management, profitability and fraud prevention.
- Monitored performance plans and ensured compliance procedures were met.
- Managed business development initiatives, networking and pipeline.
- Elaborated business proposals, pitches and sales presentations to prospects.
- Conducted industry and market research.
- Led business development efforts, negotiation and closing with prospects.
- Provided support to other colleagues and internal departments of the bank.

EDUCATION

- Master's in Business Administration (MBA), University of Colorado, 2005, Concentration in Finance
- Bachelor of Science, Business Management, University of Massachusetts, 1995
  Major in International Business and Minor in Economics. Member of the Dean's List.

PROFESSIONAL CERTIFICATIONS

- Certified Valuation Analyst®, National Association of Certified Valuators & Analysts®
- Certified Merger & Acquisition Advisor®, Alliance of Merger & Acquisition Advisors®
- Master Analyst in Financial Forensics®, National Association of Certified Valuators & Analysts®

COURSES AND SEMINARS

- Foundations of Financial Forensics, National Association of Certified Valuators & Analysts, 2020.
- Opportunity Zones, Kevane Grant Thornton, 2019
- First part of the Certified Management Accountant course, Gleim CMA, 2018.
- Mergers & Acquisitions for the Middle Market, DePaul University, 2015.
- Valuation Analysis, National Association of Certified Valuators & Analysts, 2011.
- Guayacán Venture Accelerator, Interamerican University, 2009.
- Symposium for Entrepreneurship Educators, Babson College, 2009.
- Business Incubation Summit, National Business Incubation Association, 2007.
- Foreign Trade Zones, Association of Foreign Trade Zones, 2000
- Financial, business and risk management courses, Banco Santander, 2000

TEACHING EXPERIENCE

- Associate professor at Sacred Heart University, Finance, 2013-2014
- Associate professor at Inter-American University, Business Administration, 2010-2013

LANGUAGES

Fully bilingual in Spanish and English. Basic understanding of Portuguese.

SOFTWARE

- Intermediate knowledge of Microsoft Office.
- Intermediate knowledge of M&A software Firmex for managing virtual data rooms.
- Intermediate knowledge of Capital IQ and Pitchbook for valuation and M&A research of market comps.
- Intermediate knowledge of WordPress for website content management.
- Intermediate knowledge of accounting software Peachtree and Quick Books.

PROFESSIONAL ASSOCIATIONS

- National Association of Certified Valuators and Analysts (NACVA®)
- Alliance of Merger & Acquisition Advisors (AM&AA®)

SPEAKING ENGAGEMENTS

- Business valuation, Annual Vendor Summit for the Hospitality Industry, 2016
- Business valuation, Morgan & Westfield's DealTalk, 2015
- Business valuation, Int'l Assoc. of Microsoft Certified Partners, 2013
- Business valuation, Guayacán Venture Accelerator, 2012
- Financial projections, EnterPRize by Grupo Guayacán, 2011
- Capital raising, BayaEmpresas, 2010
- Management, Movimiento Empresarial, 2009
- Entrepreneurship, Cumbre Empresarial, 2008
- Business planing, Municipality of Bayamón, 2007