

SmartCEO's

# CPA ESQ AWARDS

*the advisors you should know*



CPA INDUSTRY PRACTICE

**Sullivan Strategic LLC**

**JOHN P. SULLIVAN**

**Founder and Entrepreneur CPA, ABV, CVA**

**Location:** Cherry Hill, NJ

**Founded:** 2008

**Specialty:** Business valuation and small business advisory and tax

Before striking out on his own with Sullivan Strategic LLC, John P. Sullivan had already acquired 17 years of experience in both public accounting and private industry. He began his career as a senior auditor at Ernst & Young, one of the Big Four international accounting firms. He also has worked as a senior financial analyst at the Campbell Soup Company. As a credentialed valuation analyst, Sullivan has the skills necessary to value businesses for mergers and acquisitions, estate and gift tax planning, business succession plans, and matrimonial and shareholder disputes.

In a recent business valuation for estate planning purposes, Sullivan worked with his client and an attorney to create a separate class of non-voting stock in the client's closely held company. The client was able to gift these non-voting shares to his children, resulting in a reduction of estate tax liability, but also allowing the client to maintain control of the company. In two other engagements, Sullivan worked directly with aging owners who wanted to exit the business and sell internally to a younger employee they had groomed to take over. Sullivan helped them achieve their goal using detailed cash flow models.

**QUICK TIP** “The head and heart may fool you, but the gut is always right.”



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Seen in the May/June 2015 issue  
of Philadelphia SmartCEO magazine