

FAMILY BUSINESS EXECUTIVE



Martha L. Sullivan

(608) 445-5727

msullivan@provenancehill.com

EXECUTIVE AND BOARD POSITIONS

Executive Level Consultant - Over 27 years to family & privately held companies

C-Suite Executive - CFO to family-owned distribution company; COO to 100-person professional services firm business.

Board Chair/President - A Fund for Women; Exit Planning Institute – WI Chapter

Areas of Expertise

Martha Sullivan is a trusted advisor helping business owners build, buy, and sell or transition their companies to their future owners. With more than three decades of experience, Martha guides owners, executives, and next generation leaders to strengthen profitability, grow value and create sustainable and transferable businesses. Beyond her time as a leading consultant in four CPA firms, including Top 100 and Top Ten firms, Martha has served in key management positions for two family businesses. She has held leadership positions on nine not-for-profit boards and numerous committees. She is a frequent speaker on matters of importance for privately held companies and has been recognized in numerous publications across the Midwest for her expertise.

Martha recently founded Provenance Hill Consulting, LLC, a boutique consulting firm dedicated to helping business owners take their business to the next level, grow value, and create a company that is sustainable and transferable.

Before establishing her own firm, Martha was an equity shareholder and the Succession Planning Practice Leader with Honkamp Krueger & Co., a Top 100 CPA firm, partner and Chief Operating Officer with Smith & Gesteland, LLP and a Senior Manager in Grant Thornton's Transaction Support Services practice.

Martha has extensive management and leadership experience having served as corporate controller for Demco, Inc. a family-owned cataloger and distributor of library and school supplies, and Chief Financial Officer for Full Compass Systems, LTD, a family-owned retailer and distributor of professional audio and video equipment. Through these and other roles, she was responsible for many functional departments including accounting, human resources, administration, information services and legal and led one firm's full financial turnaround.

Martha's board experience is extensive, having served as the Treasurer and Chair of the Executive Committee for A Fund for Women (Madison, WI), co-founder and President for the Wisconsin Chapter of the Exit Planning Institute (EPI-WI), Board member of the South-Central Wisconsin Chapter of the Alzheimer's Association, and Treasurer and Secretary for The Business Forum, a Madison based professional networking group, among other board and committee roles.

Martha serves on the Executive Committee and is Chair Elect for the Wisconsin Chapter of the Alzheimer's Association and is the Immediate Past President of EPI-WI. She has been invited to serve on the board of a for-profit company she took through the exit process to form an Employee Stock Ownership Plan in 2020.

Martha graduated from the University of Wisconsin – Madison with a Bachelor of Business Administration degree with a major in information systems. In an act of rebellion, she later returned and completed the coursework needed for an Accounting major. She is a certified public accountant, accredited business valuator, and mergers & acquisitions, exit planning and value growth advisor.