

joe sullivan

CEO, MARKET INSIGHTS



2008
presentations included:

- American Bankers Association
- Illinois Credit Union League
- California Credit Union League
- Illinois League of Savings Institutions
- Community Bankers Association of Illinois
- Financial Managers Society
- Texas Bankers Association
- Arizona Credit Union League
- Kansas Credit Union Association
- Western States Director Education Foundation

Joe Sullivan is the CEO and Founder of Chicago-based Market Insights, a consulting firm specializing in the development of strategies to help financial institutions remain relevant and grow in today's competitive marketplace. As a consultant, author and speaker with more than 20 years of experience in the industry, the themes of relevancy and growth can be found throughout Joe's work. Over the years, Joe has been invited to share his insights with many national, regional and state associations and banking schools - on topics ranging from marketing and delivery network planning, to brand positioning and leadership.

Joe's forward thinking approach and energetic style engages his audiences and consistently makes him a top rated speaker. And his unique perspective comes from working side-by-side with bank and credit union executives and marketers around the U.S. in the development of successful growth strategies. Joe incorporates these frontline experiences into his presentations and offers insights that challenge conventional thinking, creating a sense of excited urgency with his audiences.



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