



# joe sullivan

ceo, market insights

Joe Sullivan is the CEO and Founder of Market Insights, Inc. – a consulting firm that helps bring clarity to the complex choices faced by community-based financial institutions by providing market-specific, data-driven insights and strategies that will position their institutions for sustainable growth. As a consultant, author, and professional speaker with over 30 years of experience, the themes of growth, innovation and motivation can be found throughout Joe’s work.

He has been invited to share his insights with international, national, regional and state associations/leagues as keynote and workshop presenter. Joe is a founding faculty member for the Graduate School of Banking at Univ. of Wisconsin (Digital Banking School). He also teaches at the Ohio Bankers League Management School and Washington Bankers Association (Fintech Executive Development Program). He has presented to hundreds of audiences on human connection, disruption, fintech, consumer trends, delivery system planning, marketing, leadership and personal empowerment.

Joe’s passion, energetic style and practical approach engages his audiences and consistently makes him a top-rated speaker. His unique perspective comes from working side-by-side with 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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