



market insights

DEDICATED TO HELPING YOU GROW<sup>SM</sup>

**Joseph R. Sullivan, CFMP**

President and Founder

**Joseph Sullivan** is a financial services industry consultant, professional speaker and a psychotherapist. He is founder and President of Market Insights, Inc., a Chicago based market research and consulting firm. The firm specializes in demographic assessments, strategic planning, marketing and messaging, cultural transformation and motivation. Joe's career experience includes work with more than 160 financial services organizations nationally.

He is past President of the Illinois Chapter of the Bank Market Association, (the ABA Marketing Network) and a former chair of the BMA National Chapter Leadership Council. Joe is also on the faculty of the American Bankers Association School of Bank Marketing at Northwestern University and a faculty member at the National School of Banking for ACB at Fairfield University in Fairfield, CT.

He has presented at numerous industry conferences on a broad range of topics including change management, marketing, growth strategies, and team building and maximizing individual and organizational potential. Joe earned an MBA from Loyola University Chicago and an MA in Psychology from the Illinois School of Professional Psychology and is a Licensed Professional Counselor as well as a business/personal coach. Joe has also earned his Certified Financial Marketing Professional (CFMP) designation from the American Bankers Association. Joe is also member of the Executive Committee and Board Member for the AIDS Foundation of Chicago.

Joe states that he has a bias toward action! "If you don't take action regarding your customers, somebody else will!" -- His philosophy is that each organization and each individual must identify the potential that exists within the market and customer base and work steadfastly toward achieving this potential.

