

Michael Sullivan
BERKELEY RESEARCH GROUP, LLC
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SUMMARY

Mike Sullivan specializes in healthcare consulting to private equity firms, other financial services organizations, and healthcare services companies. He has more than 25 years of healthcare services experience in both consulting and healthcare operations. Mr. Sullivan has been involved in hundreds of client engagements across virtually all healthcare provider settings, healthcare payers as well as and payer-and provider-outsourced services.

Mr. Sullivan primarily focuses on the buy-side of healthcare mergers and acquisitions, where he advises clients on areas of regulatory, reimbursement, and market risk. He actively maintains relationships with hundreds of private equity firms, professional services firms, and healthcare executives. His depth of experience allows him access to a broad network of healthcare experts and thought leaders.

RELEVANT PROFESSIONAL EXPERIENCE

BRG, LLC

2015-Current

Managing Director, HTS

- Founded the Healthcare Transactions and Strategy (HTS) practice at BRG in early 2015.
- Since the start of Year 2 HTS generated more than \$55M in revenue for the firm (2016-2019) by building brand and leveraging cross functional healthcare capabilities.
- Currently lead practice management for a group of 25 full-time consultants.
- Manage the firm's most senior private equity, banking and lender relationships.
- Direct sales effort that generates over 1,000 inquiries and 150-175 engagements a year.
- Maintain a network of more than 600 private equity firms.

Marwood Group 2006-2014

Managing Director, Advisory Services

- Led the sales and marketing efforts of the firm's consulting (Advisory) practice from shortly after the business unit's inception through the end of 2014.
- Personally, sold nearly 65% of the more than 1,000 projects completed for clients since 2006.
- Lead team that answers more than 1,250 inquiries from healthcare investors annually.
- Currently supervise a team of five (5) to sell to private equity firms, companies and others.
- Manage the firm's most senior private equity, banking and lender relationships.
- Maintain a network of over 300 private equity firms.
- Successfully increased pricing 200% in first year of leading the group's sales effort.
- Produced a 58% annual growth rate in revenue between 2006 and 2013.

Zimmet Healthcare Services Group 2006

Consultant

- Managed client engagements in revenue management and regulatory compliance.
- Prepared Medicare cost reports for multiple post-acute clients.

Sterling Glen Communities 2003-2005

Executive Director

- Directed all sales and management activities and lead from start-up to operating entity.
- Exceeded net income projections in first year and helped position property for sale.
- Successfully opened an Independent Living (IL) community and a home care agency.
- Directed sales team with outreach and re-branding strategies to reach high net-worth market.

Sunrise Senior Living 1998-2003

Executive Director

- Successfully led two Assisted Living (AL) facilities to profitability and positioned for sale.
- Reached 100% occupancy and achieved high customer satisfaction at each property.
- In 2002 attained highest profit margin of any facility in a 300 property portfolio.
- Designation Mentor for NY/CT region in consecutive years.
- Managed one of the "fastest to fill" properties in company history.
- Established a home care agency license and operating model for Sunrise in NY.

CSCS of NY 1996-1998

Director of Programs

- Spearheaded initiative that led to new public/private funding of adult day services programs in New York City.
- Provided management and training assistance to non-profit organizations citywide.

EDUCATION

MBA, Duke University Fuqua School of Business, Durham, N.C. 2004

MSW, The Catholic University of America, Washington, D.C. 1996

BA, The Catholic University of America, Washington, D.C. 1992

ADDITIONAL INFORMATION

Board Member, LiveOn NY (formerly CSCS of New York) 2012-2017

Presented at numerous healthcare industry conferences:

- Houlihan Lokey Executive Healthcare Conference
- McGuire Woods Healthcare Conference
- McDermott, Will & Emory (MWE) Private Equity Healthcare Symposium
- Wells Fargo Healthcare Conference
- ACG (NY) Healthcare Conference
- Silicon Valley Bank
- AICPA Healthcare Conference