



Martha L. Sullivan (608)445-5727 msullivan@provenancehill.com

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.

NOT-FOR-PROFIT BOARD EXPERIENCE

Exit Planning Institute – Wisconsin Chapter Co-founder, Past President and Board Member	2016 – Present
Alzheimer’s Association – Wisconsin Chapter Chair-Elect and Board Member	2018 – Present
Alzheimer’s Association – South-Central Wisconsin Chapter Board Member	2016 – 2018
Downtown Madison Rotary Club Community Projects Committee Past-Chair and Member	2016 – Present
A Fund for Women Past Executive Committee Chair, Treasurer and Board Member	2006 – 2015
The Business Forum Board Member and Secretary	2013 – 2015
The Business Forum Board Member and Treasurer	2009 – 2010

CAREER HISTORY

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.

Provenance Hill Consulting, LLC. <i>Founder and President</i>	2020- Present
Honkamp Krueger & Co., P.C. <i>Equity Shareholder / Succession Planning Practice Leader</i>	2016 - 2020
Smith & Gesteland LLP <i>Partner / Chief Operating Officer</i>	2006 – 2016
Grant Thornton <i>Senior Manager/ Transaction Support Practice</i>	2005 - 2006
Full Compass Systems <i>Chief Financial Officer</i>	1999 – 2006
Suby Von Haden, CPAs <i>Controller</i>	1998 - 1999
Demco, Inc <i>Controller</i>	1992 - 1998
Virchow Krause & Co. (now Baker Tilly) <i>Manager/ Management Advisory Services Practice</i>	1983 - 1992

EDUCATION

Bachelor of Business Administration <i>Information Systems</i> University of Wisconsin-Madison	1981
<i>Accounting</i> University of Wisconsin-Madison	1989

CERTIFICATIONS

Certified Public Accountant	1989
Certified Mergers & Acquisition Advisor (Approximate date)	2008
Certified Valuation Analyst / Accreditation in Business Valuation	2015
Certified Exit Planning Advisor	2016
Certified Value Growth Advisor	2018