



## 2025 Page Annual Conference



**Kevin Sullivan**  
**Founder**  
**Kevin Sullivan Communications,**  
**Inc.**

Kevin Sullivan is a highly accomplished communications strategist with a distinguished career spanning the White House, corporate leadership, and the sports industry.

As the founder of KSC, he brings expertise in message development, strategic planning, media training, presentation skills coaching, crisis communication, and editorial writing.

Before launching KSC in 2009, Sullivan served as White House Communications Director under President George W. Bush, overseeing message strategy, rapid response operations, and presidential event production.

His prior roles include Senate-confirmed Assistant Secretary for Communications & Outreach at the U.S. Department of Education, Senior Vice President for Corporate Communications at NBC Universal, and Vice President of Communications at NBC Sports, where he led efforts for three Olympic Games and numerous high-profile sporting events.

Sullivan began his career with the Dallas Mavericks, earning multiple accolades as one of the NBA's top public relations executives. A senior advisor at the George W. Bush Presidential Center since 2015, he is the author of *Breaking Through: Lessons Learned from the Locker Room, the Board Room and the Oval Office* and occasionally teaches crisis communication in the Executive MBA program of his alma mater, Purdue University.