



## **FMI Associate Member Search Results**

This search was performed on 11/23/2024 at 10:23 AM

If you find information that needs to be updated, please email [membership@fmi.org](mailto:membership@fmi.org).

FMI  
2345 Crystal Drive, Suite 800  
Arlington, VA 22202  
Phone: 202.452.8444 | Fax: 202.429.4519

## The Allan Sullivan Company

Address: 1266 W. Paces Ferry Rd.  
Suite 520  
Atlanta, GA 30327-2306



THE  
ALLAN  
SULLIVAN  
COMPANY

Tel: 479-936-1889

Website: <https://www.allansullivan.com>

Email: [racrey@allansullivan.com](mailto:racrey@allansullivan.com)

Products / Services: Consulting Services; Technology Services

**Company Description:** We've been in your shoes. We've experienced your frustration. The Allan Sullivan Co. was born when we set out to change it. We built the brokerage to provide the value we wish we got when we were in your position.

Over the course of our careers, we've led everything from category and trade marketing to national account teams and business units in excess of \$1B. We've been on the manufacturer side of the table and the retailer side of the table. We've been at large multinationals and small startups.

No matter where we were, we kept being underwhelmed by the quality of the manufacturers reps we ran into. Even the ones we hired – we were always left wanting more. How was it possible that such a critical part of the value equation could come up so short so often?

Primary Contact: Reed Acrey  
Partner

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