



**Jim Sullivan**

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Jim directs the advancement of enterprise loyalty at COLLOQUY, an endeavor guided by his almost 30 years of managing in marketing, strategic planning, business development, innovation, and communications. Jim also assists with COLLOQUY's loyalty workshops, seminars and conferences, and serves as an academic liaison for colleges, universities and thinking institutions performing research on Enterprise Loyalty.

Prior to joining COLLOQUY in 2010, Jim founded his own company and was a principal at BUILT TO LEAD, a leadership development practice based in Central Ohio. From 1997 to 2008 he worked at Alliance Data Inc., most recently as Chief Marketing and Planning Officer and as a member of the Executive Committee for the Retail Services division. Earlier, he served as Senior Vice President at Information Resources Inc., consulting with such clients as Procter & Gamble, Kraft USA and ConAgra frozen Foods.

A resident of Columbus, Ohio, Jim serves on the Advisory Board of The Initiative for Managing Services at The Fisher College of Business, The Ohio State University, and is an MBA-level instructor in Services Marketing at OSU. He and his wife Lauri have three children.

**About COLLOQUY:**

COLLOQUY® comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. Owned by LoyaltyOne, COLLOQUY has served the loyalty-marketing industry since 1990 with over 30,000 global subscribers to its magazine and [www.colloquy.com](http://www.colloquy.com) the most comprehensive loyalty web site in the world. COLLOQUY's research division develops research studies and white papers including industry-specific reports, sizing studies and insights into the drivers of consumer behavior. COLLOQUY also provides educational services through workshops, webinars and speeches at events throughout the world and is the official loyalty-

marketing partner of both the Direct Marketing Association and the Canadian Marketing Association and a content provider to the American Marketing Association. COLLOQUY also operates the COLLOQUY Network, a global consortium of practitioners certified in COLLOQUY's proprietary methodology. COLLOQUY magazine subscriptions are available at no cost to qualified persons at [www.colloquy.com](http://www.colloquy.com) or by calling 513.248.9184.