



FMI Associate Member Search Results

This search was performed on 04/29/2026 at 11:53 AM

If you find information that needs to be updated, please email membership@fmi.org.

FMI
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Arlington, VA 22202
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The Allan Sullivan Company

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Suite 520
Atlanta, GA 30327-2306



THE
ALLAN
SULLIVAN
COMPANY

Tel: 479-936-1889

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

Email: 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?

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Partner
