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Philip is a Partner with BrandActive, a management consulting firm focused exclusively on the financial analysis, implementation strategy, and logistics of rebrand implementation. Since joining in 2006, Philip has led client engagements and client delivery for large rebrand implementations for healthcare clients including Ascension Health, Novant Health, Trinity Health, Medtronic, and Johnson & Johnson. Previously, he was a multinational merger, acquisition, and organizational change consultant for the management consulting arm of CSC. He served in a management role at brand strategy firm Siegel+Gale.