

**January 9, 2007**

## **Segbers Joins The Strategy Group™ as Senior Consultant/Brand Strategist**

**Norfolk, VA** – The Strategy Group™ (TSG) today announced that Robin Segbers has joined its team as Senior Consultant/Brand Strategist. Segbers brings more than 25 years of experience and expertise in brand positioning strategy and communications to the position. In her new role she will focus on helping TSG clients fully realize the potential of their brands with brand strategy refinement, positioning and communication.

Segbers has extensive experience developing and sustaining brands in the health care and consumer packaged goods industries. She has worked with numerous well-known companies including Phillips Medical Systems, Pfaltzgraff, Sherwin Williams, J.M. Smucker Company, Sky Bank, Kelly Tires, Diebold, Westinghouse and Ross Laboratories.

Prior to joining The Strategy Group, Segbers worked as manager of planning services for Marcus Thomas LLC in Cleveland, Ohio. Previously she was executive vice president and director of brand building for Brokaw, Inc. and was a product manager for J.M. Smucker Company in Orrville, Ohio where she launched the Simply Fruit brand, which gained leading market share in less than two years. Her healthcare background includes Akron Children's Hospital, MetroHealth, Fletcher Allen Healthcare, Invacare, Lake Hospital and Picker International.

Segbers holds a Masters of Business Administration from Ohio State University and graduated Summa Cum Laude from Kent State University with a Bachelor of Arts degree in consumer services. She and her family have relocated from Cleveland to Virginia Beach.

*The Strategy Group is a management consultancy serving the health industry. The firm advises health services organizations and businesses on corporate strategy, product innovation, brand development, marketing and business development to improve market performance. TSG is headquartered in Norfolk, Virginia.*

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