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## Client testimonials

“Monigle brings deep and broad skill and experience to the table. They are true brand thought leaders. They were a partner in every way throughout the process; responsive to our needs but also remaining focused on the goals. They were in it for us, not for their agency. What I didn’t expect and welcomed was their flexibility throughout the process to work with us on budgets and timetables to accommodate the unexpected. Monigle was a great partner to help us identify our true and on target brand for our newly merged organization.”

**Alaina Chabrier, Senior Vice President Marketing & Communications, HonorHealth**

“You are the best branding firm and the best branding team I have ever worked with.”

**Lisa Wyatt, CMO, Wake Forest Baptist Medical Center**

“Monigle has been a true asset in navigating and uniting the wide variety of personality and politics intrinsic to large organizations. Their style is both professional and relaxed at once—which really sets the tone for collaboration and advancing brands.”

**Katherine Zimmerman, Sr. Director of Brand, Northwell Health**

“Monigle played a crucial role in helping the launch of VCU Health succeed on many levels. The discovery phase was thorough and insightful, and the team quickly picked up on the nuances, politics, and challenges that we faced. They brought a disciplined approach not only to the planning but also to the implementation and follow-through. They listened, were flexible and adaptable, and were able to synthesize years of background materials to arrive at an elegant solution.”

**Cynthia Schmidt, Chief of Marketing, VCU Health**

“Monigle brought the expertise and structure that was needed to guide us through planning and creating our new brand.”

**Ryan McCarthy, Vice President of Strategy & Business Development, Virginia Premier Health Plan**

