



**CONSULTING GROUP**  
STRATEGIC PARTNERSHIPS IN  
HIGHER EDUCATION

# SPH Consulting Group

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**Ricardo Azziz, Principal**

As President of Georgia Health Sciences University, Dr. Azziz led the merger to create Augusta University Health System. He led the merger of Georgia Health Sciences University and Augusta State University that resulted in Georgia Regents University (now Augusta University).



**Guilbert Hentschke  
Senior Consultant**

Dr. Hentschke is Dean Emeritus of the University of Southern California's Rossier School of Education, where he served as Dean from 1988 to 2000. He is co-author of 'Strategic Mergers in Higher Education' (Johns Hopkins University Press, 2019).



**Bonita Jacobs  
Senior Consultant**

Dr. Jacobs led the merger of Gainesville State College and North Georgia College & State University to form the University of North Georgia, where she serves as founding President.



**Lloyd Jacobs  
Senior Consultant**

Dr. Jacobs is President Emeritus, the University of Toledo. He was the architect and the executor of the merger of the University of Toledo and the Medical University of Ohio.



**Richard Katzman  
Senior Consultant**

Richard is a senior-level executive experienced in strategy and business development. He is a seasoned negotiator of mergers, acquisitions, and other service-related agreements.



**Lori Anderson  
Consultant**

Dr. Anderson was Associate Dean for Academic Affairs during the merger of Georgia Health Sciences University and Augusta State University, which resulted in the consolidated university now known as Augusta University.



**Christen Engel  
Consultant**

Christen is a communications and marketing executive with experience executing communication strategies for successful mergers, acquisitions, consolidations and restructurings



**James Hagler  
Consultant**

James teaches sports management in Higher Education. He participated in the consolidation that created Middle Georgia State University (MGA).



**Aubrey Hinkson  
Consultant**

Aubrey oversees marketing and branding frameworks in higher education. She managed the branding, marketing, and communication strategies during the merger that formed Augusta University.



**Michael Jones  
Advisor**

Michael serves as the Senior Vice President and CFO at the Lundquist Institute. He has managed finances in excess of \$500M in higher education. He has experience working in the area of mergers and acquisitions.



**Karla Leeper  
Consultant**

Dr. Leeper is a communication, branding, marketing, and change management professional in higher education. She created the brand identity for the newly merged Augusta University and Augusta University Health.



**Janice Bielmyer  
Executive Business Administrator**

Janice is an administrative professional experienced in managing operations and assisting senior level administration in higher education.