

**Julie McBride, Senior Social Franchise Consultant
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Julie McBride has more than 20 years of experience in health care marketing and health services franchising and is a thought leader in the rapidly growing and evolving field of social sector franchising. She is currently a consultant at MSA Worldwide, and is leading the firm's efforts to better serve the needs of social franchisors. Prior to joining the MSA team she worked as a Senior Social Franchising Advisor for a large global non-profit, PSI, where she oversaw 31 healthcare franchises in 30 countries, and built the capacity of PSI country offices to operate effective social franchises. Ms. McBride has authored and

contributed to several publications related to social franchising including a case study for Stanford Business School. She earned her Masters in Public Health from New York University and her Bachelor of Science from the University of Washington.