



## Brian Liberty

### Director

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Prior to joining The Bloom Organization, Mr. Liberty served for over two years as an Analyst with Ambulatory Surgical Centers of America (ASCOA). ASCOA is an ambulatory surgery center management company that acquires, develops, and operates surgery centers in partnership with physicians. At ASCOA, Mr. Liberty provided analysis for more than 20 ASC projects, including de novo surgery centers, acquisitions, syndications, and sales. His primary responsibilities included collecting and analyzing physician surgical data, drafting business plans and marketing books, reviewing legal documents, and supporting senior management.

Prior to joining ASCOA, Mr. Liberty was introduced to the ASC industry while working for The Beacon Group, a management consulting firm that provides guidance to organizations on their most critical business issues. Mr. Liberty served as a Consultant for three separate surgery center studies. During these studies, Mr. Liberty synthesized primary research into client deliverables for Fortune 100 companies and recommended strategies for pursuing revenue growth opportunities.

Mr. Liberty received his B.A. in Economics with a concentration in Financial Markets and a minor in Administrative Science from Colby College in Waterville, Maine. He played football and baseball during his time at Colby.