



Phillip Haid

CO-FOUNDER & CEO

Phillip is responsible for developing campaigns and programs, business development and running the company. Recent projects include: a Bedouin Soundclash contest with UNICEF; The Get HandsOn Challenge (launching October 18), a national campaign to mobilize volunteerism across the U.S.; launching Generation On (October 23), the newest and largest youth volunteerism organization in America (with the support of Hasbro and Discovery); Shelter from the Storm, a fundraising campaign to stop violence against women; a car-free day for WWF; and developing two PUBLIC created initiatives—Power of 2 and goodnightsleep. Prior to creating PUBLIC, Phillip spent seven years as Vice President & Managing Director of Manifest Communications, Canada's leading social issue advertising agency. His role involved running the company's operations and acting as a strategic lead on cause and corporate citizenship strategies and advertising campaigns.

Prior to Manifest, Phillip led the public sector practice at D-Code, a youth research and marketing firm; was a Project Manager at the Institute of Governance (a think tank based in Ottawa); and a Project Officer at the Canadian Council for International Cooperation. Phillip serves as Chair of the Board of Anaphylaxis Canada and has a Masters in International Relations from the Norman Paterson School of International Affairs.