



philsims@integritytree.com | <https://www.linkedin.com/in/philip-sims-cpa-14588731/>

Phil Sims is the CEO of Integrity Tree Services (ITS), a full-service vegetation management organization that serves clients ranging from West Michigan residential customers to publicly traded utilities throughout the US. Since joining ITS in 2015, Phil has been in leadership roles that have directly impacted growth from 80 to 160 team members. While navigating the growth curve, several highlights include:

- Hiring a professional management team and instilling a strategic leadership mindset
- Implementing a Strategic Plan to ensure the organization is reading from the same sheet music
- Implementing a financial infrastructure that allows for timely and accurate decision making
- Implementing leadership principles that improve decision-making autonomy and accountability
- Instilling a “best idea wins” mindset aimed at anticipating and meeting evolving customer needs
- Improving service provider relationships in the insurance, accounting and banking spaces

Before joining ITS, Phil worked for BDO out of the Grand Rapids office. Starting his career in public accounting exposed him to large publicly traded entities, as well as local family owned businesses. As a Grand Rapids Public School graduate, he is passionate about the West Michigan marketplace, where he has experience in the insurance, manufacturing, service, and vegetation management industries.

After graduating from Grand Valley State University, he became a CPA in 2014. He is a member of the American Institute of Certified Public Accountants and the Michigan Institute of Certified Public Accountants.

Phil has been active in his community as the Treasurer and Board Member of his church and a member of the KCTC Accounting Advisory Board. He joined the Kids’ Food Basket Finance Committee in January of 2019. Phil is passionate about building deep, meaningful relationships and believes values-based leadership is essential for building safer and more connected communities.

*There are those who seek knowledge for the sake of knowledge, that is Curiosity.
There are those who seek knowledge to be known by others, that is Vanity. There are
those who seek knowledge in order to serve, that is Love.*

Bernard of Clairvaux