
Point32Health Appoints Chief Marketing and Brand Officer



Stephen Cassell brings more than 20 years of transformative marketing and was most recently with one of the top 5 health plans in the United States

Point32Health announced the appointment of Stephen Cassell to the position of chief marketing and brand officer. Cassell will report to Phil Barr, Point32Health's president of markets.

"I am excited to welcome Stephen to Point32Health," said Barr. "Stephen is a highly-experienced, talented leader, with a proven track record of success. I am confident the broad expertise he brings to the organization will help advance Point32Health's marketing and brand priorities and enhance the role we play in improving the health of our members and communities."

In his role as chief marketing and brand officer, Cassell is responsible for developing and executing a marketing and brand strategy that supports business growth and enhances brand equity and awareness. He will oversee a team focused on advertising, branding, marketing strategy, digital marketing & enablement, customer experience and market research.

"I am thrilled to join Point32Health and look forward to bringing my diverse marketing and brand experience to the organization," said Cassell. "I am excited to work with Phil and all my colleagues at Point32Health to improve the lives of our members and better shape health care for the future."

Cassell formerly served as senior vice president, chief brand officer for Cigna. Prior to this role, he served in marketing leadership roles at J.P. Morgan Chase & Company, HSBC, Stryker Corporation and the American Express Company. Cassell earned a BA from Bates College in Maine, an MBA from Wake Forest University in North Carolina, and graduated from the International Business Program at Oxford University. He is a member of the National Association of Corporate Directors and serves as a board member for Ascendus (formerly Accion East) and The Executive Forum. Cassell and his family run a foundation, The Pendleton County Fund, which provides scholarships to rural youth and teens to attend educational and developmental experiences.

Source: [Point32Health](#)

Published on : Wed, 11 May 2022