



Stephen Cassell

CMO

About Stephen Cassell

A growth-focused Chief Marketing Officer and strategic advisor Stephen partners with CEOs and private equity investors to accelerate enterprise value creation. A seasoned operating executive, he steps into complex, regulated environments to lead go-to-market strategy, digital transformation, and AI-enabled initiatives. He builds and scales modern marketing organizations that align brand, demand generation, and technology to business objectives. Known for hands-on leadership and rapid impact, Stephen helps leadership teams drive measurable EBITDA growth, improve customer experience, and position their organizations for sustainable, long-term success.

How Stephen has Helped Businesses Grow

- Led the redesign of growth, retention, and commercial platforms at Point32health, expected to unlock to \$25 million in enterprise value through improved efficiency, customer retention, and cross-sell performance in a regulated healthcare environment
- Drove private equity value creation advising growth and competitive strategy across 60 global markets at HH Global. Strengthened go-to-market execution and sales readiness across priority global accounts and RFPs.
- Scaled a \$180 billion health services platform (Cigna's Evernorth) following a major acquisition and enterprise integration of Express Scripts.
- Improved operating leverage across a \$100 billion portfolio by strengthening brand governance and commercial clarity post-merger. Built a scalable, full-funnel commercial and engagement platform supporting sustained growth.
- Delivered sustained enterprise growth managing \$100 million in global marketing investment across brand, communications, and sponsorships. Oversaw global teams of 250 professionals.
- Scaled and commercialized a flagship financial product to \$9 billion in annual billings—the most profitable product in American Express Company history—through global expansion and lifecycle management.
- Significantly improved customer satisfaction rankings and strengthened commercial performance across retail and institutional segments at HSBC.
- Delivered double-digit revenue, market-share, and profitability gains at Stryker during a business-unit turnaround with full P&L accountability. Expanded in new Geographies.
- Serves in advisory and board-related roles, including work with mission-driven organizations.

Expertise

Industry Experience

- Healthcare
- Financial Services
- Technology
- Technology-enabled Services
- SaaS
- AI
- B2B
- B2C
- B2B2C
- Digital Health and Wellness
- Life Sciences/Pharma
- Healthcare-related Non-profits and Associations

Specialties

- Growth Strategy
- Go-to-Market Strategy
- Digital Transformation
- Customer Acquisition and Lifecycle Growth
- AI-enabled Marketing and Analytics
- Commercial Model Design
- Pricing and Value Proposition Strategy
- Global Market Entry

Education

- MBA, Wake Forest University School of Business
- Bachelors Degree, Bates College

Contact Information

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Executive Experience

- Chief Marketing, Brand & Communications Officer, Point32Health
- Interim Chief Marketing Officer, HH Global (Blackstone Portfolio Company)
- Senior Vice President & Chief Brand Officer, The Cigna Group
- Vice President, Marketing – Private Bank (Latin America), J.P. Morgan Chase & Co.
- Director of Marketing, HSBC
- Vice President, Stryker
- Director, New Product Development, American Express