

## MARK CASSELMAN



### Chief Executive Officer

Mark Casselman has 15 years of experience working with executives and clinical leaders across multiple sectors and agencies within the Canadian health ecosystem. He has led strategic engagements, product design and development, large-scale transformation initiatives, and has been recognized as an innovator in the field of digital health.

Mark has championed innovation in consumer-focused health information products and services across multiple industries. He has broad experience in strategic planning, business development, product development, project management, stakeholder engagement, leading teams, and service delivery transformation. Mark's interests include go-to-market strategy and implementation for disruptive product and service innovations. He is focused on transforming health service delivery and enhancing the consumer experience.

Mark is a Volunteer Advisor in Health Venture Services at MaRS, and holds an adjunct position at University of Toronto in Institute of Health Policy, Management, and Evaluation. Mark enjoys an active lifestyle with his family, coaching youth basketball and football, and training for triathlon.