



Liz Cassanos
Marketing Consultant
NewLevel Group

Liz Cassanos has worked with businesses from a wide range of industries and non-profit organizations developing strategic positioning programs, strong brand images, cause-related marketing campaigns, and issue management programs. She is an accomplished media and presentation coach, helping her clients improve their ability to confidently and persuasively address various audiences.

After beginning her career in non-profit management, Liz moved into the public arena, working in both agency and corporate environments. In each of these roles, she facilitated mutually beneficial partnerships between the corporate and non-profit worlds. Valuing community involvement as an essential element in corporate life, she has helped clients integrate their sponsorship and volunteer programs to achieve maximum reach and impact. Working with non-profits, Liz has developed meaningful programs to expand and deepen the corporation's connection to the non-profit's mission and success, exploring marketing and public relations benefits, as well as employee volunteer opportunities, pro-bono services, and in-kind donations.

Liz has worked with clients ranging from Sara Lee Corporation, Monsanto, Aetna Healthcare and Kemper Corporation (now Zurich Insurance) to small start-ups and foundations, for which she developed breakthrough sports sponsorship and corporate positioning programs, media-trained top executives, and directed highly visible issue management campaigns.



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