

Cassels



Peter Wismath

Chief Marketing Officer

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Biography

Peter Wismath (he/him/his) is the Chief Marketing Officer at Cassels. In this role, Peter is responsible for driving efforts to increase revenue by acquiring and growing new client relationships, expanding service markets and establishing strategic alliances in the broader business community. He has supported national expansion of the firm geographically for several years, including developing a platform of industry and practice teams that has generated significant revenue growth. In addition, Peter recently led the firm through a major rebranding initiative and launched the new Cassels brand in October 2019.

Prior to joining Cassels, Peter was most recently part of a multi-unit team that developed and executed the strategic rebranding of several units of the Marsh & McLennan Companies to form Oliver Wyman, a global leader in management consulting.

Pro Bono & Community Involvement

- Trinity College, University of Toronto, Member of Senate
- Shakespeare in the Ruff, Former Chair, Board of Directors
- Theatre Smash, Former Member, Board of Directors