

Cassie Nielsen

Chief Marketing and Communications Officer, FLVS

A Duke University graduate, Casandra “Cassie” Nielsen has spent 23 years honing her skills to tackle educational marketing’s toughest challenges. She is committed to offering the fruits of her labor to see students achieve.

Cassie especially admires the **“total commitment to students”** at FLVS, and she admires the fact that the filter for all innovation is to make sure it’s good for students. **“That’s a unique characteristic at FLVS,”** she says.

She sees the role of communications and marketing as that of a two-way dialogue where effective listening fosters ongoing improvements to courses or teaching processes, while effective communication keeps students, parents, and educators informed and engaged. **“I love listening to our market,”** she says, and she has built a team of professionals whose job is to listen and gather data that will identify needs and offer ideas on how to meet them.

Cassie served as the Vice President of Product Management at Harcourt School Publishers before becoming the Vice President of Marketing, Chief Sales and Marketing Office for Houghton Mifflin Harcourt. She started out as a traditional middle and high school English teacher, and she has also taught as an adjunct professor in Writing, English, Literature, World Literature, and Marketing. She also works with the Crummer Graduate School of Business at Rollins College on the development of a comprehensive business writing program for MBA students.

Cassie sees every day as new opportunity to accomplish something, and she enthusiastically targets new goals for herself and her team. Her family likes to tease her, dubbing her **“The Optimist,”** a title she proudly bears.



Fun “Cassie” facts

If you could be a superhero, what would you want your superpowers to be?

I’d need a superpower that lets you accomplish things at a superhuman speed, maybe I’d be Flash.

When was the last time you laughed at yourself and why?

I laugh at myself daily. Seriously. It’s a great stress reliever.

If you could time travel, where would you go and why? I would go into the future. I would be wherever my family was in the future to see the next generation of my family.

Do you talk to your pet?

Always. Not about anything meaningful.

I don’t share my problems—just the fun stuff!

Does your pet talk back? Sometimes.

What is your favorite thing to watch on TV?

Duke University basketball!

Cassie Nielsen

Vice President of
Communications
& Marketing, FLVS



Resumé

Education:

Duke University, BA English and Psychology;
MA Teaching

Leadership Experience:

VP Product Management, VP Marketing,
Harcourt School Publishers

VP Marketing, Houghton Mifflin Harcourt

Adjunct Professor, Business Writing,
Crummer Graduate School of Business,
Rollins College