



King's appoints Amy Casson as first Director of Marketing

January 10, 2024

London, ON - A significant addition has been made to the King's University College leadership team with the appointment of Amy Casson, MBA, CIM, BA as our new Director of Marketing. She will be joining King's on January 15, 2024, and will be the first person to hold this new role. She was hired after a national search and consultations with a hiring committee at King's.

In addition to being a Western University alumna and a dedicated London community member, Casson also brings a wealth of experience and a proven track record in crafting innovative marketing strategies that drive growth and brand visibility. With her impressive background in healthcare marketing at 3M Canada and Smith+Nephew Canada, King's is confident that she will play a pivotal role in elevating King's reputation around the world. While at 3M, Casson was part of the Women's Leadership Council. She also has teaching experience as an instructor of business marketing and branding for seven years at Fanshawe College and for one year at Western Continuing Education as an internal communications instructor.

As the Director of Marketing, Casson will be responsible for King's paid marketing efforts, overseeing our work with external marketing agencies and vendors, developing our new advertising and media buying campaigns, and ensuring alignment with our new branding research, and with our values and strategic goals.

Casson is excited about taking on this new challenge. "I am thrilled to become a member of the King's University College team. Joining King's presents an incredible opportunity to combine my passion for marketing and post-secondary education while contributing to King's continued success," she says.

"We look forward to the fresh perspectives, creativity, and leadership that Amy will bring to King's as we launch our new recruitment and fund-raising initiatives. She is excited to meet with you and work with our many teams who are currently leading marketing initiatives," says Dr. David Malloy, King's President.

About King's University College

King's University College at Western University is a Canadian liberal arts university college with its roots in the Catholic intellectual tradition. As one of Canada's top university colleges, King's students benefit from a personalized experience, learning in small classes led by outstanding professors, and being part of a close community on a beautiful campus.

King's is recognized, both nationally and internationally, for its excellent academic programs, commitment to research excellence, generous scholarships and comprehensive student services. Offering degree programs in the arts, social sciences, management and social work, King's is home to approximately 3500 full- and part-time students from across Canada as well as 23 other countries. Institutionally autonomous, King's is academically affiliated with Western University, and King's graduates receive a Western University degree.

For more information, please contact:

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