



## Kate Cassino

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### Vice President of Product Development | McGraw Hill Construction

As vice president of product development for McGraw Hill Construction, Kate's primary responsibility is to lead the strategic direction and implementation of product initiatives across all of McGraw Hill Construction's brands.

Kate also leads MHC's business development efforts, with a focus on establishing partnerships with industry players to extend the organization's product offerings. In addition, MHC's global thought leadership team is part of the product development organization. The team continues to strengthen MHC's industry presence through key alliances, partnerships, and custom research.

Previously, Kate served as vice president of technology for MHC, where she was responsible for building a technology organization that helped transform the core value proposition of MHC. In this role, Kate led an organization of specialists responsible for utilizing technology to revolutionize the way MHC creates and delivers content and to grow the business with a focus on innovation. Prior to this, as vice president, web services, Kate directed technology strategy planning and implementation in support of the Corporation's digital transformation objectives. She worked at the Information & Media Services segment level, assisting the six business units within it to effectively develop and implement their e-business initiatives, including web site usability, content management, online advertising, and search optimization.

Since joining the Corporation in 1996, Kate has held a range of positions in corporate communications, marketing, technology, and product development with increasing responsibility. Prior to joining the corporation, she worked in the Higher Education Division of Prentice Hall.

Kate is also active in outreach programs to benefit the growth and development of future leaders. She served as secretary of MHI's Women's Initiative for Networking and Success [WINS] and has led numerous committees to support the group's global conference.

Kate is a graduate of Barnard College of Columbia University with BA degrees in English and education.