



## New CEO Karen Cassel Will Drive Growth for Caring.com

*By Pam McDonald*

We caught up last week with Karen Cassel, who is very busy in her new position as CEO for [Caring.com](http://Caring.com), the largest online resource for those considering a move to senior living, and a Senior Housing Forum partner.

She succeeds company co-founder Andy Cohen, who accepted the challenge of growing another San Francisco area venture-backed, pioneering, internet business. Karen talked with us briefly about her vision and hopes for Caring.com.

### Karen's Vision for Caring.com

"My vision, really, is to continue to fulfill Andy's vision for Caring.com. He wanted our company to become the place seniors and those who love them go for information, support, resources and assistance," Karen says, "just like BabyCenter.com is for new families."

"Operationally, we'll stay much the same. We'll continue testing and iterating our website, lead generation and referral services. We'll also continue conducting surveys, since that is the best way for us to understand our consumers, and sharing our results."

Karen notes that Caring.com's larger goal is to be the leading provider of referrals and information for all relevant senior care products and services. "We're in the very early days of testing in the home care space," Karen says. "Eventually we'll grow to include adult day care, senior relocation experts, financial services, and other products."

### The Path That Lead Karen To Caring.com

Karen earned a B.S. in mathematics and quantitative economics from Tufts University and an MBA from Stanford University's Graduate School of Business. She began her career as an actuarial assistant at John Hancock Mutual Life Insurance Company, where she focused on developing and pricing features for the company's then-nascent long-term care insurance products.

She went on to become a veteran of the online advertising industry, helping companies reach prospective customers. She held senior leadership positions at online vertical marketing pioneer Quinstreet, the international social media giant Tagged, and headed the B2B marketing division at Ziff Davis Media.



She joined Caring.com in 2011 and was named COO in 2014. "Joining Caring.com after 20 years away from long-term care felt like coming home," she says. "It brought my career full circle.

"Fortunately, my parents are still relatively healthy and have retired to a 55+ community in Florida," Karen notes, "but there are many families across the country who haven't yet found the right eldercare resources. They are in immediate need of caregiving information and support. I'm looking forward to ensuring and expanding Caring.com's ability to be there when and as they need us."



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