



## Cassandra Roth

Senior Consultant, Communications  
Segal Benz

Cassandra is a senior communications consultant at Segal Benz, the communications consulting practice within Segal. She has 10 years of experience in employee communications. Her focus is employee engagement. Cassandra is known for developing results-driven total rewards, wellbeing, and compensation campaigns that have won awards for her clients. She's a communications innovator who enjoys using new tools and technologies, including AI and augmented reality, in communications to drive employee engagement.