Nicole Tapscott
General Manager of Casper, Canada

Nicole Tapscott is General Manager of Casper, Canada. She leads the growth strategy of Casper's largest market outside of the US, splitting her time between Casper's headquarters in New York City and her hometown, Toronto.

Prior to joining Casper, Nicole was Director of Partnership Marketing at Relationship Science, and Head of New Media and Collaborative Platforms at the World Economic Forum. She began her career consulting to major retail organizations at Accenture, and led international teams to identify new partnerships and marketing opportunities in lead generation, customer retention, and community engagement. In 2012, Nicole received her MBA from INSEAD.