Lindsay Kaplan
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Lindsay Kaplan is an award-winning communications strategist and brand marketer. As Vice President of Communications and Brand Engagement at Casper, she launched the sleep startup alongside the founding team and leads public relations, social media, creative partnerships, and brand strategy.

Kaplan began her career in publishing at Oxford University Press, Time Out New York, and ELLE magazine. She worked on the agency side at Publicis, before bringing numerous startups to market.

She has received wide recognition for her work, including a Webby Award, a Crunchie Award, and multiple Shorty Awards. Kaplan is a Webby Award Associate Judge, a member of the International Academy of Digital Arts and Sciences, and is a founding member of the Forbes Communication Council. She holds a B.A. in English & American Literature, Creative Writing, and Philosophy from Brandeis University.