



Luke Sherwin

Co-founder and Chief Creative Officer

As CCO, Luke is the guru of Casper's brand and creative identity, and he leads Casper's creative and marketing teams. Luke grew up in England and moved to the U.S. to attend Brown University, where he founded the school's largest student run business and honed his entrepreneurial vocabulary on the debate team. Before Casper, Luke worked in brand strategy and development roles in the art, digital publishing, and tech worlds in London and New York City. Luke identified an opportunity to illustrate sleep — an industry that had previously lacking in creativity — in a more recognisable lifestyle context. Casper is now reimagining the sleep industry from the ground up.