



## Mark Cassetta

Founder & Principal Consultant

Mark Cassetta is the founder and principal consultant at HarmonSigma. He brings 25 years of senior leadership experience at global organizations to every engagement - experience that shows up in the room, not just on the page.

Most learning and development professionals have never run a business. Mark has - and that changes the conversation. Early on, he built his facilitation skills as a Microsoft Certified Trainer developing the instinct for how adults actually learn, not just how content gets delivered. At Pfizer, he moved fluidly between human capital leadership and commercial accountability, including launching a digital start-up with full P&L responsibility. That combination of learning expertise and business ownership is rare, and it shaped how he thinks about development: Always in service of a business outcome, never as an end in itself.

At Royal Bank of Canada, he led Talent Development across Capital Markets, Technology & Operations, and Functions repositioning a global team from order-takers into genuine consultative partners. An onboarding initiative from that period was recognized with an industry "Future Focused" award. Most recently, as Head of Talent Management at IDB Bank, he rebuilt talent and succession processes from the ground up and launched career development and performance frameworks that gave the organization tools it had never had.

What connects all of it is a belief that the best development work happens when someone in the room has actually done the job: Led the team, managed the politics, made the hard calls. Mark has. That's what HarmonSigma is built on.

Mark holds an M.A. in Instructional Technology & Media from Columbia University Teachers College and a B.A. in English from the University of Florida.