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Derek Cassoff is the Director of Communications for McGill University's Office of Development and Alumni Relations. He oversees a team of writers, editors and graphic designers tasked with producing print and online communications tools to engage the university's alumni and donors. Derek has a BA in Journalism from Concordia University in Montreal and more than 15 years of marketing and communications experience in both the private and non-profit sectors, having peddled everything from Bachelor's degrees to bathtubs. When he is not working, he spends his time reading, traveling, playing fantasy baseball and convincing his daughters that they don't need a puppy.