Mark LoCastro
Director of Public Relations + Spokesperson

Mark LoCastro is the Director of Public Relations and spokesperson at SmartAsset, an award-winning financial technology company that helps more than 100 million people each month make smart financial decisions. The public relations team at SmartAsset distributes newsworthy personal finance studies to media across the country to get consumers thinking and talking about their financial goals and intentional ways to reach them. Mark is responsible for setting and implementing the public relations strategy to help build brand awareness, increase thought leadership and drive business results through compelling content and digital storytelling. Mark resides in Long Island with his wife and son.