



Erinn Tarpey

Chief Marketing Officer of Visual Lease

Available for online, print, on-camera interviews and speaking engagements

As Chief Marketing Officer, Erinn is responsible for leading Visual Lease's brand direction, company positioning and go-to-market strategies for its solutions and services.

Erinn has expertise scaling up organizations in Software as a Service (SaaS) companies during periods of high growth and has driven marketing efforts around proprietary research development, mergers and acquisitions and channel sales.

Before joining Visual Lease, Erinn served as a member of the senior leadership team at Namely and iCIMS. During her 7+ year tenure at iCIMS, the business grew its annual recurring revenue by 20-30% each year and the business scaled from 120 to more than 800 employees worldwide through a combination of organic growth and strategic acquisitions.

Prior to joining iCIMS, Erinn directed marketing efforts at Aquire and PurchasingNet, Inc., both of which provide SaaS solutions designed to streamline procure-to-pay processes at global Fortune 1000 organizations. Before this, she was a Vice President & Partner at NYC advertising agency Biederman, Kelly, Krimstein, & Partners. Additionally, her experience includes time spent at agencies like Ogilvy & Mather, Merkle Newman Harty, and Athorn, Clark & Partners, working primarily with B2B and consumer technology clients such as FreeMarkets, Tyco, Cognizant, InformationWeek, Network Computing and BellSouth.

Erinn currently serves as a volunteer mentor for G.R.O.W, a virtual group based out of Rutgers Center for Women in Business dedicated to supporting mid-career women as they advance through their careers. She is also a member of Impact 100 Jersey Coast, an organization that unites women to make a lasting impact by collectively funding transformative grants in the Jersey Coast region.

Erinn holds a B.A. in Journalism and Public Relations from Lehigh University.

Recent Media Coverage

Authority Magazine:

[Erinn Tarpey of Visual Lease: 5 Things You Need To Create A Highly Successful Career As A CMO](#)

SaaShimi Podcast:

[Insight Into SaaS Marketing](#)

Areas of Expertise

- Insights into scaling marketing operations in Software as a Service (SaaS) organizations during high-growth phases
- The role of proprietary research in marketing and business development
- Digital marketing trends, including the application of artificial intelligence
- Strategies for successfully managing GTM efforts to support mergers and acquisitions
- Brand building and communications best practices
- Analyzing and reporting on marketing efforts
- Marketing organizational design and virtual methods of teamwork and collaboration

VL BY THE NUMBERS

1,500+
customers

1M+
records under
management

200+
employees