



Erinn Tarpey

Chief Marketing Officer at 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 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 iCIMS, where the business grew its annual recurring revenue by 25-30% year over year during her 7+ year tenure with the company.

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 and partner at NYC advertising agency Biederman, Kelly, Krimstein, & Partners. Additionally, her experience includes time spent at agencies like Ogilvy & Mather, Merkley 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

- [SaaShimi Podcast: Insight Into SaaS Marketing](#)

Areas of Expertise

- Scaling high-growth software companies
- Digital marketing trends
- Brand building
- Communications best practices
- Virtual methods of teamwork and collaboration
- Analyzing and reporting on marketing efforts
- Professional growth and development

About Visual Lease

		
1,000+ customers	500,000+ leases under management	200+ employees