



# Martin Murtland

VP, Product at Visual Lease

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

Martin Murtland is the Vice President of Product at Visual Lease, the #1 lease optimization software provider that helps organizations become compliant with FASB, IFRS and GASB lease accounting standards, while simultaneously improving the financial, legal and operational performance of their leases.

A senior executive with over 20 years in product and management roles in digital and data analytics sectors, Murtland has held various product leadership and P&L roles across industries including media, healthcare, communications, HRTech and financial services. He played an instrumental role in building revenue, products and product teams across a diverse range of cultures including global and high-growth companies in different geographies to deliver superior results.

Murtland spearheaded product innovation and strategy for numerous organizations including Sterling Talent Solutions, PR Newswire (Cision), Factiva, Reuters and Standard & Poor's. He also ran his own product management consultancy advising companies on their digital growth strategies and is on the Advisory Board of iCrowdNewswire, a cloud-based marketing technology company. He also holds an MBA with distinction from the University of Warwick (England).

In his previous roles, he helped these companies and more, develop and launch customer-focused, differentiated, award-winning products in their respective sectors. Murtland also held various leadership positions at PR Newswire (Cision) and Dow Jones. At Dow Jones, he was responsible for the creation of the award-winning solution, Dow Jones Media Relations Manager, and grew his product line at a compound annual growth rate (CAGR) of 26 percent over 6 years.

In his current role as Vice President of Product at Visual Lease, Murtland will drive the expansion of Visual Lease's product strategy and oversee the delivery of solutions that will enhance customer value and increase the company's market share.

## About Visual Lease



**1,000**  
customers



**500,000+**  
leases under  
management



**200+**  
employees

## Recent media coverage

- [What To Look For In Lease Accounting Technology in 2022](#)
- [How To Turn Lease Data Into Company Savings](#)
- [How to Influence A FinTech Provider's Product Roadmap](#)
- [How To Properly Evaluate Your Tech Stack Before Investing In A New Solution](#)
- [Eight Ways To Find And Implement Tech To Support Your Changing Lease Portfolio](#)

## Accolades

- Co-author of a book chapter, "Creating and Using Scenarios – Exploring Alternative Possible Futures and their Impact on Strategic Decisions" in *Supporting Strategy: Frameworks, Methods and Models*, published by John Wiley
- Frequent speaker at industry events and quoted in publications like *The Financial Times*
- SIIA CODIE Awards Judge
- Certified SAFe® 4 Program Consultant

## Areas of Expertise

- Product management and marketing
- Digital transformation
- Intelligent business solutions (AI, IoT, chatbots, hyper personalization, etc.)
- Data analytics and cognitive technologies
- Business information