

# Erinn Tarpey

## Chief Marketing Officer



Erinn leads Beamery's brand, positioning, and go-to-market strategies. She specializes in scaling marketing for high-growth B2B SaaS companies, focusing on HR and Finance technologies for global enterprises.

Prior to Beamery, Tarpey served as the Chief Marketing Officer at Visual Lease, where she was a member of the senior leadership team responsible for driving double-digit percentage revenue growth throughout her 4+ year tenure. During Tarpey's time as Vice President, Marketing & Communications at iCIMS, Inc., the company completed 3 strategic acquisitions and received a majority share investment from Vista Equity Partners (Vista).

Prior to joining iCIMS, Erinn directed marketing efforts at Aquiiire 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.

### RECENT MEDIA COVERAGE

Recruiter Magazine: [Beamery Appoints Tarpey As Chief Marketing Officer](#)

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

- 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 to support core HR functions
- 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

### ABOUT BEAMERY

Beamery is an AI-powered platform that helps enterprise organizations make smarter talent decisions, by putting skills intelligence at the core of their people strategy. Our technology for HR teams empowers businesses to transform their workforce, unlock the potential of their people, and hire top talent faster. Companies use Beamery to connect talent plans to business goals, reduce risk, and navigate change with confidence. We are proud to be building a more inclusive, skills-based economy, where everyone has equal access to work opportunities.

For more information, visit [beamery.com](https://beamery.com) or email [press@beamery.com](mailto:press@beamery.com).