



Susan Vitale

Chief Marketing Officer | iCIMS, Inc.



As Chief Marketing Officer at iCIMS, Susan oversees brand, communications, and direct marketing. She also plays a role in portfolio strategy, helping to ensure iCIMS' products and platform remain on the radar of the ever-changing HR technology landscape.

A graduate of Lehigh University, Susan joined iCIMS straight out of college in 2005 as a Marketing Coordinator. She quickly moved through the ranks, becoming the Director of Marketing, and then before the age of 30 was promoted to Chief Marketing Officer.

Susan's entrepreneurial thinking helps her develop new business opportunities via new product lines, expansion into new markets, and additional revenue streams. She belongs to several online mentoring communities where she gives career advice and provides insight on finding the right career fit for young professionals.

AREAS OF EXPERTISE

- HR Technology Trends
- Products & Innovations
- Tips & Tricks for Job Seekers
- Career Advancement Advice
- Women in the Workplace
- Strategic Marketing
- Recruitment Marketing
- Brand Management
- Job Sourcing
- Social Recruiting
- Onboarding
- Product Strategy

NOTABLE PUBLICATIONS

Wall Street Journal

"High Salaries Haunt Some Job Hunters"

Inc

"5 Simple Habits of Incredibly Successful Job Applicants"

Fast Company

"4 Ways to (Accurately) Advertise Your Work Culture to Job Candidates"

Society for Human Resource Management

"5 Recruiting Trends for 2016"

Monster

"The Advantages of Offboarding Seasonal Employees"

ERE Media

"5 Ways to Use Periscope to Attract Talent"

MARKETING
HALL of FEMME
2016



"Effectively Targeting and Engaging Millennials"

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