



# Susan Vitale

## Chief Marketing Officer

As Chief Marketing Officer, Susan Vitale is responsible for the iCIMS brand and for driving company growth. Vitale joined iCIMS in 2005 and has helped build iCIMS to become the world's leading talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent.

Actively involved in the HR technology community, Vitale regularly speaks on talent best practices and technology trends. She built her career at iCIMS and is a member of several mentorship groups that provide career advice to young professionals, as well as communities of women leaders.

Vitale has twice been recognized as a Stevie Award winner for Women in Business, was included on the Marketing Hall of Femme, and is one NJBIZ's Best 50 Women in Business. She holds a bachelor's degree from Lehigh University.

## Areas of Expertise

### HR Technology and Recruitment:

- Attracting, engaging, hiring, and advancing talent for global employers
- Recruitment marketing best practices
- Key trends driving the industry, including opportunities for employee advancement, modernized recruitment, and the future of hiring via artificial intelligence-powered solutions
- Digital transformation and its impact on the workplace
- Workplace trends and building a meaningful culture
- Tips and advice for job seekers

### Workplace Best Practices and Career Advice:

- Women in leadership and technology
- Career advice and mentoring
- Building high-performing and entrepreneurial cultures
- Mobile, digital, social, and direct marketing strategies
- Brand-building strategies



## Available for

Online, print, on-camera interview, speaking engagements

## Awards

- The Stevie Awards for Women in Business 2016, 2017 and 2018
- NJBIZ Best Fifty Women in Business 2017
- Marketing Hall of Femme 2016

## Recent Media Coverage

**USA Today:** "Looking for Work? Your next job interview might just come by text message"

**Inc:** "How to Prepare Your Company for the HumanPlus Technology Economy"

**Cosmopolitan:** "Yes, Job Ghosting is a Thing"

**Fast Company:** "This 'career accelerator' helps applicants get dream tech jobs—for a cut of their salary"

**CNBC:** "Google's Newest Push to Radically Improve the Online Job Hunt for Millions of Americans"

**Fast Company:** "Five Ways AI Will Make Your Job Easier"

**Forbes:** "4 Insider Tips for Landing Your First Job After College"

**NBC News:** "Job Seekers Want the Hiring Process to Be More Like a Food Delivery App"

**NPR Chicago:** "From Exams to Pounding Pavement: Are Graduates Ready for the Job Market?"

**USA Today:** "People are Ghosting Dates and Now Employers"

## Contact

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