Susan Vitale  
Chief Marketing Officer | iCIMS, Inc.

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 market leader in recruiting technology.

Actively involved in iCIMS’ product strategy and its partner ecosystem, Vitale regularly speaks on recruitment best practices and HR technology trends. She built her career at iCIMS and is a member of several mentorship communities that provide career advice to young professionals.

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:
- Hiring and onboarding for global employers
- Recruitment marketing best practices
- Key trends driving the industry, including Google for Jobs, modernized recruitment and the future of hiring via artificial intelligence-powered solutions
- 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

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 Human-Plus 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

iCIMS  
press@icims.com  
732.520.7526

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