



## Erin Figer | Director of Partner Alliance and Marketing

### ■ Profile

Erin Figer is the Director of Marketing and Partner Alliances. Her primary focus is to develop CSS's brand portfolio, as best-in-class, and to build and execute marketing strategies and campaigns that will drive the company's growth. A key component to driving growth will be to engage and foster strategic partnerships that align and complement CSS' goals and offerings. In her leadership role, she will shape the role of marketing in the organization and coach, mentor and develop the marketing team to produce creative, exceptional results.

Previously, Erin was the Education Program Manager for a local non-profit where she was responsible for developing, implementing and promoting programs that utilized a private broadband network and enhanced the use of technology within the K-12 classrooms.

Erin brings to CSS 9 years of technology industry experience working for various types of organizations such as a national computer/service distributor, a value-added reseller, a SAAS start-up and a non-profit network organization. Her roles spanned from customer service representative and manager, purchasing, and project manager, to operations manager, corporate trainer, and program manager. Her experiences have provided her with valuable skills around developing, mapping and improving processes; creating and delivering training programs; organizational change and change management; program development; and company and personal productivity.

### Personal Highlights

- ▶ Erin is a cofounder of VOXRunning—a local running community offering businesses a health and wellness program to promote living healthy through running.
- ▶ She lives in Broadview Heights with her husband Rich, her three-year-old daughter Giovanna, and three sphinx cats.
- ▶ Away from work, her interests include running, tennis, volleyball, knitting, traveling, enjoying Cleveland's great restaurants with friends and spending time with family.

### Contact

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