

WWD

RetailMeNot Taps Marissa Tarleton as CEO

Cotter Cunningham, founder and ceo, will move into the chairman's role.

BUSINESS / RETAIL

By [Lisa Lockwood](#) on January 3, 2019



Marissa Tarleton has been named chief executive officer of RetailMeNot, Inc., a savings destination connecting consumers with retailers, brands and restaurants, both online and in-store.

Since 2015, Tarleton has been chief marketing officer of RetailMeNot, leading the company's brand, consumer and B2B marketing and communications initiatives.

Cotter Cunningham, founder and ceo, will move into the chairman's role. He will also take on a new role with MacAndrews & Forbes, owner of Harland Clarke Holdings and RetailMeNot, working on new emerging technology ventures and initiatives.

Cunningham founded RetailMeNot in 2009, made more than 15 acquisitions, raised close to \$300 million in venture capital and led the organization to an initial public offering in July 2013. In 2017, RetailMeNot was acquired by Harland Clarke Holdings.

As chief marketing officer, Tarleton launched two new sub-brands, RetailMeNot Everyday and RetailMeNot Rx Saver, which helped deliver significant growth in consumer acquisition while also building new revenue streams for RetailMeNot. Earlier she served in multiple regional and global marketing and e-commerce leadership roles at Dell, prior to which she worked in advertising at Ogilvy & Mather and Foote, Cone & Belding.

Tarleton, who is based at the company's headquarters in Austin, Tex., will report to Erik Prusch, the new ceo of Harland Clarke Holdings.

RetailMeNot enables consumers across the globe to find hundreds of thousands of offers to save money while they shop and dine out.