



Marissa Tarleton
President
Aceable, Inc.
Austin, TX

Marissa is the President at Aceable where she leads day-to-day operations including Product, Engineering, Marketing, Sales, Legal and Business Development. She joined Aceable from RetailMeNot where she served as CEO most recently, and CMO prior to that. She has demonstrated leadership in building digital marketplaces that benefit both consumers and brands. Marissa has over 20 years of e-commerce and marketing leadership experience for companies including

RetailMeNot, RxSaver by RetailMeNot, Dell, and Ogilvy & Mather. She was named a top 50 CMO on the inaugural Forbes CMO Next list in 2018, is a member of YPO Austin, and is a 2020 Henry Crown Fellow of the Aspen Institute. She earned her BA from Colgate University and an MBA from the University of Texas at Austin.