

ERIN LARSEN

DIRECTOR OF MARKETING

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BIO

Erin Larsen is the Director of Marketing for Peoples Company. She earned a Bachelor of Fine Arts degree in Graphic Design from Iowa State University as well as a minor in Advertising.

With nearly 20 years of experience in the field, Erin uses her skills and expertise to plan, organize, budget, and implement all facets of marketing communication activities for Peoples Company and affiliated entities. Likewise, she helps to coordinate and execute marketing campaigns and events for the company, in particular the Land Investment Expo. Erin also oversees a team of seven in-house graphic designers, manages their design workflow, and provides guidance and support.

If she had free time, Erin would read and travel more. But until then, she enjoys watching her kids' sporting events, volunteering with the youth at her church, and working with her family on the small vineyard they own in Madison County.

EDUCATION

Iowa State University, B.F.A. Graphic Design, 2003, Ames, Iowa

AWARDS & DESIGNATIONS

- National Auctioneers Association 2022 "Auction Marketing Campaign of the Year"
- National Auctioneers Association 2020 "Auction Marketing Campaign of the Year"
- National Auctioneers Association 2019 "Auction Marketing Campaign of the Year"
- National Auctioneers Association 2018 "Auction Marketing Campaign of the Year"