ERIN LARSEN

Director of Marketing

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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, along with a minor in Advertising. Since joining Peoples Company in 2013, Erin has played a key role in shaping the company's brand, marketing strategy, and creative direction while helping support its growth across multiple service lines and geographic markets.

With more than 20 years of experience in marketing, branding, and design, Erin leads the company's Marketing Team and works closely with leadership to align marketing efforts with broader business goals. Her responsibilities include guiding strategy, managing resources, developing processes, supporting team growth, and ensuring the consistency and quality of the Peoples Company brand across all platforms and communications. As the company continues to adopt new technologies and artificial intelligence tools, Erin is helping lead the transition by establishing standards, improving workflows, and translating years of brand knowledge into systems that will support the next generation of marketing and business operations.

Erin resides in Indianola, Iowa, with her husband and two teenagers. ***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 Auction Association 2022 "Auction Marketing Campaign of the Year"
- National Auction Association 2020 "Auction Marketing Campaign of the Year"
- National Auction Association 2019 "Auction Marketing Campaign of the Year"
- National Auction Association 2018 "Auction Marketing Campaign of the Year"