



LAUNCHEDGE

STRATEGY. CREATIVITY. EXECUTION.

TURNING OPPORTUNITIES INTO COMPETITIVE EDGE



WHEN CREATIVITY FUELS GROWTH

Elizabeth Cummins brings 3 decades of marketing and communications expertise from The U.S. White House, Dell Inc., Google, Microsoft, J&J and other global brands to LaunchEdge, the boutique consultancy she founded in 2003 while attending The Harvard Business School. Since then, she's helped many brands bring novel ideas and results to life.

With certificates in Applied Generative AI for Digital Transformation from MIT, Digital Marketing from Columbia Business School, and Online Course Design from Oxford University, and 30+ consulting projects under her belt, you can confidently ask her to put her capabilities to work for you across a variety of strategic projects and digital needs.

BUSINESS PLANNING, MARKETING & COMMUNICATIONS



Strategic Business Planning and AI

Craft a roadmap for brand success, aligning vision with go-to-market tactics to achieve financial targets. Use AI to grow productivity.



Social Media Planning & Execution

Engage audiences on key platforms, using GenAI, powerful bespoke content and proven strategies to bolster loyalty and drive sales.



Content Design and eCommerce

Build content, optimize shops and run data-driven outreach campaigns to reach target audiences with high-impact messaging.



Launch Planning and Coordination

Introduce products and initiatives with precise planning and cross-functional team management for optimal market impact.



Writing and Media Relations

Build momentum and trust with a crisp editorial roadmap, compelling press releases, sticky articles and strong opinion leadership.



Training and Development

Build a modular learning framework for employees or customers, using explainer videos and modern tech to convey concepts.

EXPERIENCE

- **United States White House**
 - Researched and edited speeches for the U.S. President in the Office of Communications
 - Performed corporate liaison plus media outreach for the Office of National Service
- **Johnson & Johnson MedTech**
 - 8 years as a PT Digital Marketing Consultant
 - 20+ press releases, articles, and leader content
 - 100+ social media campaigns
 - 350+ content development & compliance jobs
- **Google** (7 consulting projects)
 - Case study writing for Maps & Mobile team
 - Strategic marketing project for DoubleClick
 - Coordinated 2 developer challenges (Google Places API and Google Cloud)
- **Dell Inc.**
 - Planned and launched notebook PCs globally
 - Business development strategist for deals with Yahoo, Facebook, Disney, Amazon, and eBay
 - Helped plan/realize a \$1B monetization pipeline
 - Change management & BPI for Southern Europe
 - Sales, leadership & tech training in 8 countries
 - Key contributor to e-commerce efficiency project
- **Other:**
 - Planned/launched 1st-ever Mobile Clinical Tablet
 - Planned/launched 4 award-winning Tablet PCs
 - Founded EdTech startup (8M views/UN award)
 - Co-founded a TravelTech virtual reality startup
 - Ran digital assessments for two \$1B brands
 - Helped CMO of \$1B co. write articles for Forbes

QUALIFICATIONS

- **M.B.A.**
 - The Harvard Business School (2003)
(General mgmt. with marketing focus)
- **Applied Generative AI for Digital Transformation** (Certificate)
 - MIT Sloan School of Business (May 2024)
- **Digital Marketing: Social Media Planning, Engagement & Analytics** (Certificate)
 - Columbia Business School (2019)
- **Effective Online Course Design** (Certificate)
 - University of Oxford (2022)
- **Launching New Ventures** (Certificate)
 - EPFL (2023)
- **Certified Public Relations Professional**
 - Swiss School of Business and Mgmt. (2024)
- **Certified Digital Designer**
 - American Design Drafting Association (ADDA) (candidate 2025)
- **Advanced Certificate in the Principles of Orthopaedics**
 - Orthopaedic Academy (candidate 2026)
- **Certified Luxury Real Estate Professional**
- **U.S. Real Estate Broker** (licensed since 2007)

LET'S GET STARTED!

Whether you need a targeted social media campaign or a total digital reboot, even the best ideas can benefit from **targeted insights**, **in-depth experience**, and **proven execution skills** to propel them over the edge of potential into innovative and measurable results.



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www.launchedge.ai