



CHIEF LAUNCH OFFICER

DIGITAL | PRODUCT | MARKETING | AI | E-COMMERCE

*HELPING ORGANIZATIONS LAUNCH NEW DIGITAL INITIATIVES WITH
FOCUSED LEADERSHIP AND A PROVEN APPROACH*

MICHELLE LICUDINE

CORE COMPETENCIES

- Product Management
- AI Implementation
- Digital Marketing & Branding
- Agile Methodologies
- Analytics & Data Integration
- Agency & Vendor Management
- A/B Testing
- Marketing Operations
- UX & User Research
- Cross-Functional Leadership
- Budget Management
- Media & Publishing

CERTIFICATIONS

- Advanced Certified Scrum Product Owner
- Google Analytics
- Google Search Ads

BOARD SERVICE & AWARDS

- Past President and Marketing Committee Chair, South Florida Interactive Marketing Association
- Gold Stevie® Award for Sales & Customer Service
- Newspaper Association of America Innovation Award
- NAA's Presstime Magazine Innovative Operations Award

EDUCATION

Master of Business Administration

University of Florida

Bachelor of Science in Advertising


Minor in Spanish, University of Florida

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Michelle Licudine is a dynamic and results-driven digital marketing and product leader with a proven track record of driving growth, innovation, and operational excellence in the home services, media, and publishing industries. With deep expertise in digital strategy, AI-powered solutions, e-commerce growth, and customer acquisition, she has successfully launched transformative digital initiatives that have generated millions in revenue.

As Vice President of Digital Products at THM Media, Michelle spearheaded the development of AskHomey.com, an AI-powered home pro directory and chatbot-driven recommendation engine, scaling it from concept to launch in just 60 days, followed by rapid national expansion to 56 markets. She led the launch of OBI Digital, an AI-assisted digital marketing services division, delivering high-impact consumer marketing solutions to home pros and further future-proofing the legacy print enterprise. Under her leadership, these initiatives unlocked more than \$8 million in future annual revenue, showcasing her ability to drive business growth through innovation.

Before THM Media, Michelle served in senior leadership roles at Cinch Home Services, where she managed multi-million-dollar marketing budgets, optimized customer acquisition costs by 19% YoY, and led a brand transformation that established Cinch as a leader in home warranties. Her data-driven approach, A/B testing strategies, and customer engagement initiatives resulted in new revenue streams and operational efficiencies.

Michelle's experience at Cox Enterprises, Inc. helped her build a foundation in traditional media while embracing new technologies, expanding reach and transforming business operations for the digital age.

Michelle's career has been defined by her ability to build new programs from the ground up, integrating web development, AI, UX research, performance marketing, digital branding, and cross-functional leadership to deliver customer-centric experiences. Her strategic mindset, coupled with her expertise in analytics, media, and e-commerce, positions her as a thought leader in digital marketing.

A recipient of a Gold Stevie® Award for customer service innovations and two digital awards from the Newspaper Association of America, Michelle is an Advanced Certified Scrum Product Owner with an MBA from the University of Florida. She is also certified in Google Analytics and Google Ads. She remains passionate about leveraging technology and marketing to drive business transformation and enhance customer experiences.