



**TAKING TRANSFORMATIVE IDEAS
FROM CONCEPT TO LAUNCH—FAST.**

CORE COMPETENCIES

- Digital and AI Product Management
- Digital Marketing
- Branding
- Agile Methodologies
- Analytics & Data Integration
- Agency & Vendor Management
- Conversion Rate Optimization
- 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

CHIEF LAUNCH OFFICER | FRACTIONAL CMO & CPO

DIGITAL • PRODUCT • BRANDING • MARKETING • AI • E-COMMERCE

Michelle Licudine is an award-winning fractional executive specializing in launching new products, brands, and digital experiences. As a Chief Launch Officer, fractional CMO, and fractional CPO, she builds strategic plans that take transformative ideas from concept to revenue-generating MVP—quickly and with confidence.

Michelle leads at the intersection of marketing, product, and technology. Her **systematic launch approach**—spanning Discovery, Strategy, Planning, Execution, and Continuous Improvement—brings alignment, accountability, and momentum to organizations ready to grow but stretched thin on senior leadership capacity. Put simply: She is the “glue” that brings and holds it all together.

Recent fractional engagements span app and AI product development, B2B and B2C marketing strategies, corporate rebranding, and e-commerce. Clients range from early-stage ventures to established companies navigating their next inflection point.

Her 20+ year career includes senior-level roles driving millions in incremental revenue by launching new business lines, reducing customer acquisition costs by up to 50%, and leading large-scale rebranding and digital transformation initiatives across the home services, energy, publishing, and fintech industries.

Recognized nationally for her digital and customer service innovations, Michelle holds an MBA from the University of Florida and is an Advanced Certified Scrum Product Owner (A-CSPO).

HOW I ENGAGE

Chief Launch Officer

Leading at the intersection of everything that matters—driving strategic alignment, planning, and execution from concept to go-live.

Fractional CMO

Developing and executing strategies across brand and performance media while ensuring accurate analytics and measurable growth.

Fractional CPO

Owning product roadmaps and driving feature delivery with an Advanced Certified Scrum Product Owner designation from Scrum Alliance.