

Elizabeth Monier-Williams

VP, Marketing at Think Research

Toronto, ON, CA

Experienced marketing and communications professional

Biography

Elizabeth Monier-Williams is director, marketing and communications, for Synaptive Medical, Inc., a medical device and technology company based in Toronto. She was co-director of the WaveCheck crowdfunding campaign on Indiegogo, which was twice named to the Globe and Mail's Top 10 Canadian crowdfunding campaigns list, and digital strategy lead for the Linkitz campaign, which raised over \$100,000 on Kickstarter. Additional past positions include director, marketing and communications for MaRS Innovation, research communications officer at York University and media relations officer (health faculties) at the University of Toronto. In 2012, Elizabeth delivered a Tedx talk on why we need new stories about women, superheroes and power, and published a chapter on the mechanics of viral digital marketing in Scott Stratten's The Book of Business Awesome (Wiley, 2012). She holds a Honours Bachelor of Arts from the University of Waterloo and a Master of Arts from the University of Guelph, both in English literature.

Availability

Keynote, Moderator, Panelist, Workshop

Industry Expertise

Social Media, Public Relations and Communications, Writing and Editing, Advertising/Marketing

Areas of Expertise

Digital & Mobile Strategy, Communications Strategies and Best Practices, Social Media & Content Marketing for Business and Non-Profits, Blogging for Business , Crowdfunding

Event Appearances

Guest Lecturer, Communications Skills for Emerging Leaders Course
Schulich Executive Education Centre

Crowdfunding and campaigns for social change
CommunityBUILD event series

Learning from the WaveCheck crowdfunding campaign
Be Good or Be Social Non-Profit Networking Conference

Social Media for Researchers
ArcticNet Conference

Crowdfunding Research: Findings from the WaveCheck campaign
Networks of Centres of Excellence Annual General Meeting

Moneyball Communications
Knowledge Mobilization and Communications (KM In the AM series)

Lean Marketing and Communications: Making the most of what you've got
Networks of Centres of Excellence -- Communicators Webinar

Having it all: Why we need better female superhero stories
TedxWaterlooWomen

Creating Compelling Video Without Tearing Your Hair Out
PSEWEB 2011

Tying Social Media to Your Communications Strategy
Huddle 2010 (Conference for News professionals working in North American Higher Education sector)

Education

University of Guelph
MA Literary Theory

University of Waterloo
BA English and Applied Studies Co-op

Accomplishments

WaveCheck Indiegogo Crowdfunding Campaign for new breast cancer technology

As campaign co-director, I led marketing and communications activities for WaveCheck's Indiegogo crowdfunding campaign, which raised \$53,390 for the technology, secured national media coverage and helped to secure a follow-on donation of \$100,000 to launch the first U.S.-based clinical trial site for the ultrasound technology. WaveCheck helps people with breast cancer and their doctors to know whether their tumor is responding to a given chemotherapy treatment.

MaRS Innovation's Networks of Centres of Excellence \$15 million funding extension

I directed the communications materials (four reports, five PowerPoint presentation decks and two videos) for MaRS Innovation's successful application to be extended by the Federal Government's Networks of Centres of Excellence (NCE), which secured \$15 million for MI over three years.

Tedx Speaker (TedxWaterloo Women)

I'm participated as a speaker in the first TedxWaterlooWomen event on December 1, 2012.
<http://tedxwaterloo.com/tedxwaterloowomen/>

Blog post republished in The Business Book of Awesome

The Book of Business Awesome, by Scott Stratten, explores the relationship between business and social media through case studies. Stratten requested permission to republish my blog post, "5 Viral Takeaways from Nightmares Fear Factory" as a chapter (#35: Nightmares).

Testimonials

Alex Pigeon

Elizabeth is a highly skilled communicator and speaker. She is able to efficiently convey strategic advice on how to reach key audiences with limited resources, and is highly knowledgeable of SEO and Social Media tactics. I have had the pleasure of hearing her share her expertise with fellow communicators associated with the Networks of Centres of Excellence.

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