



ELIZABETH JACKSON

Commander
DISC Type : D

SVP Marketing at Transcend

Providence County, Rhode Island, United States

Overview

Elizabeth is a seasoned CMO who has led marketing transformations at major CPG brands like P&G and Campbells, as well as high-growth tech companies. She specializes in building AI-integrated marketing engines to drive growth. Colleagues praise her as a creative, strategic, and inspiring leader. She holds a B. A. from Princeton and an M. B. A. from INSEAD.

Elizabeth has expressed a keen interest in supporting the next generation of entrepreneurs, specifically highlighting an event for female founders in New England. She is also a proponent of strategic storytelling as a key discipline for driving business growth, sharing best practices with her network.

She was recognized as the youngest M. B. A. graduate in INSEADs history.

👉 Personality Overview

Very Quick

Risk-Taker

Strong-Willed

They do not care very much about building rapport or relationships. They put a lot of effort into ensuring personal success. They like to stay in control of the negotiation or defining of the terms.

👉 Topics They Care About

Data-Driven Growth

Her current role at Transcend focuses on answering the question, "Can I use this data?" to unlock growth, reflecting a deep interest in data-driven marketing strategies.

Strategic Storytelling

She shared an article outlining the "3 Best Practices of Storytelling That Actually Drive Growth," indicating a belief in narrative as a strategic business discipline.

AI in Marketing

Her professional summary highlights a specialty in building "AI-integrated marketing engines," and she has led marketing for an AI-enabled cultural intelligence platform.

Go-to-Market Strategy

Her headline and experience emphasize GTM impact, and she has a track record of transforming GTM strategies for multiple VC and PE-backed companies.

Supporting Female Founders

She posted about attending a talk by a successful female entrepreneur and operating partner, highlighting her interest in the next generation of female founders.



Media Appearances

Transcend Appoints Elizabeth Jackson as Senior Vice President of Marketing. Featured in Business Wire

[Read Now](#)

Article

Transcend appoints Elizabeth Jackson as Senior Vice President of Marketing. Featured in Transcend Blog

[Read Now](#)

Article

Work History

- 4-2026
SVP Marketing at Transcend
- 2024 - 2026
Chief Marketing Officer & Advisory Board Chairman at Collage Group
- 2022 - 2024
Growth Advisor + Fractional CMO + Strategy + Brand + Innovation at The Sedna Group
- 2021 - 2023
Board Member at tapNpay Inc
- 2017 - 2022
CMO & EVP Strategy at KVH Industries, Inc.

Education

- B.A. from Princeton University
- M.B.A from INSEAD

More Information

Social Presence :



Prographics :

Exp : 33 Location : Providence County, Rhode Island, United States Job Level : Leadership

Designation : SVP Marketing at Transcend

Insights For Selling To Elizabeth

👉 During A Call Or A Meeting

DO's

- Make sure that you circle back fast on any action items, it wins their trust
- Help them weigh the risks by sharing objective proof points without becoming too analytical
- Objectively showcase the impact that your product creates

DONT's

- Do not back off when challenged, respond with a confident, objective answer instead
- Don't try too hard to forge relationships with them
- Don't focus on process and rules, give the impression of being a 'gets it done' person

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Elizabeth, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point

Example: Personalization', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Elizabeth is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Elizabeth

- *If they decide not to use your product, they will say no clearly.*

Insights For Deal Planning

How Fast (Or Slow) Will Elizabeth Move?

- *If convinced, they can reach decisions quite fast.*

Can Elizabeth Take Some Risk Or Not?

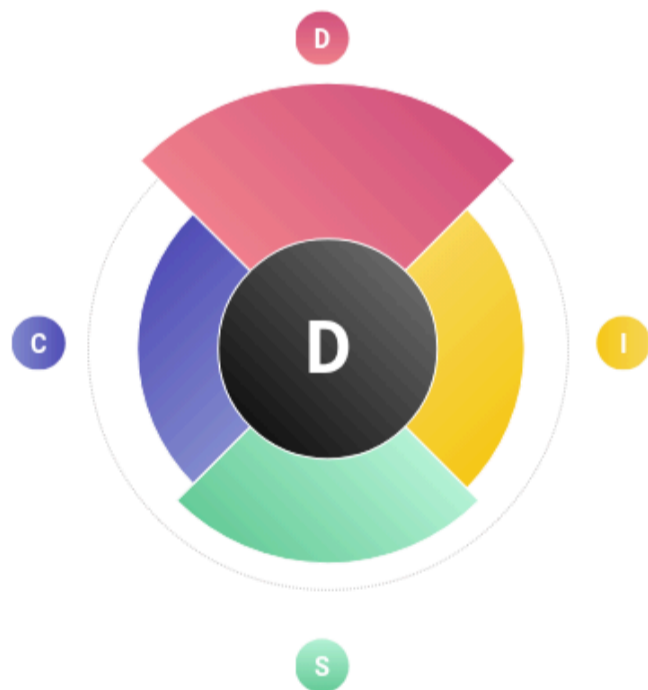
- *They do not shy away from taking risks, but can be quite binary about them.*

You And Elizabeth

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Elizabeth's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.