

# WOMEN LEAD NC

DECEMBER 2, 2026 | RALEIGH, NC



## Liz Smith

CEO and Co-Founder of ILŪMRA Skin and ILŪMRA Collective

Liz Smith is the CEO and Co-Founder of ILŪMRA Skin and ILŪMRA Collective, a female-founded medical aesthetics and wellness practice in Raleigh, North Carolina, built around a more thoughtful, personalized approach to skin health, aesthetics, and wellness.

With more than 15 years of experience in the aesthetics industry, Liz has built her career at the intersection of brand, business strategy, and growth. Prior to founding ILŪMRA, she held senior leadership roles across several of the industry's leading companies, including serving as Chief Marketing Officer of The BeautyHealth Company/HydraFacial and Rohrer Aesthetics and as Senior Director of Marketing at Merz Aesthetics.



After years of helping build and scale brands from within established organizations, Liz made the leap from corporate executive to entrepreneur, bringing that experience to the creation and growth of ILŪMRA. As CEO, she leads the company's business strategy, brand, marketing, partnerships, and growth while working alongside her co-founders to build a company and culture designed for the long term.

A mother of three boys, Liz is especially passionate about women in leadership, entrepreneurship, and the realities of building a business while raising a family. She brings a candid perspective to the transition from corporate leadership to small business ownership—including the calculated risks, resilience, and willingness to evolve that come with building something of your own.