



Lockie Andrews

Executive, speaker, entrepreneur and public company board director. Building with AI since 2018.

RECOGNITION

The Foremost 50 Icon Award, accepted for UNTUCKit, 2019

CDO Magazine Power Award

Growth Hacking Award

New York Stock Exchange bell ringing, 2024

BOARDS

Regis Corporation (Nasdaq: RGS), independent director since 2021, compensation committee chair

National Academy of Design, trustee

Harrisburg University, Strategic AI Program Advisory Board

EDUCATION

MBA, Harvard Business School.
BS, magna cum laude,
Georgetown University.

BIO

Lockie Andrews is an executive, entrepreneur and public company board director with more than 20 years inside consumer brands and retail. She has been responsible for \$500M P&Ls, worked as an executive in \$2-3B enterprises, advised \$30B retailers and has been building with AI in business since 2018. Through Catalyst Consulting she has worked with brands including UNTUCKit, Tuckernuck and ANINE BING and with portfolio companies backed by Sun Capital, Maveron and Kleiner Perkins. She founded RICH Hair Care Americas, an AI-native consumer brand, and Catalyzes.ai. She serves on the board of Regis Corporation, a Nasdaq-traded company, and chairs its compensation committee.

TALKS

Successful digital transformations

88% of business transformations fall short of their original goals (Bain, 2024). The success factors and execution tips that put a company in the 12% that win.

Agentic commerce: how to compete in the agentic era

What changes for brands and retailers when AI agents start shopping for customers.

Putting AI to work inside an operating business

How businesses move beyond AI experiments to practical uses that improve productivity, customer experience and financial performance.

What boards should be asking about AI

How boards evaluate AI opportunities, understand the risks and hold management accountable for measurable results.

SELECTED STAGES

- 2026** CES, Las Vegas / Shoptalk Spring, Las Vegas / eTail Boston, Women in eTail panel
- 2025** Coresight Research NextGen Commerce / 105.3 WDAS FM with Patty Jackson / Always Off Brand podcast / Shoptalk advisory board
- 2024** CES, Stagwell Content Studio / Total Retail, AI panel / Brand Innovators CMO Roundtable / Coresight Research NextGen Commerce
- 2023** Shoptalk, moderator / Coresight Research NextGen Commerce AI Conference / Wunderkind CMO Retreat
- Earlier** NRF Big Show / NRF NXT / WBR Retail CIO Conference keynote / LiveRamp keynote / Salesforce

FORMATS

Keynote, panel, moderator, fireside conversation and executive workshop. In person or virtual.

BOOK LOCKIE

lockieandrews.com/speaking.html#inquire