

A portrait of TaChelle Lawson, a woman with long, dark, curly hair, wearing glasses and a light-colored top. The image is overlaid with a semi-transparent dark red filter. The text is positioned in the upper left and center of the image.

FIG

FINESSE INTELLIGENCE GROUP

TaChelle Lawson

AI Governance | Guest Experience Advisor

When luxury brands implement AI to cut costs, they risk cutting the thing that justifies the price: the experience. TaChelle Lawson is the advisor who catches that before it becomes a crisis.

MEDIA KIT 2026

ABOUT TACHELLE LAWSON

TaChelle Lawson is the founder and president of the Finesse Intelligence Group (FIG) and one of the few advisors operating at the intersection of luxury brand promise, operational execution, and AI governance.

With more than 20 years of experience across luxury hospitality, food and beverage, and large-scale experiential events, she has managed portfolios exceeding \$50 million and worked with globally recognized brands including Louis Vuitton, Mercedes-Benz, Nike, and Lancome.

Her expertise sits at the intersection of three measurables she calls the 3Rs: Revenue, Reputation, and Retention. When those three drift out of alignment, especially as enterprises automate for efficiency, TaChelle identifies exactly where the brand promise breaks down and at what cost.

In 2017, she founded FIG as a strategic advisory firm. Today, FIG's practice has evolved to focus exclusively on the gray area between operational efficiency and delivered experience; the space where AI implementation either enhances or quietly destroys the premium that luxury brands depend on.

Her pattern recognition is what differentiates her. She documented the failure architecture of mass DEI adoption before the collapse, identifying how implementation without operational or cultural due diligence always destroys value. She sees the same architecture in how luxury brands are currently adopting AI: chasing efficiency metrics while the guest experience silently deteriorates.

She is the author of *Black Is NOT a Credential: The Corporate Scam of DEI*. Her insights have been featured in Forbes, Fox News, CBS, and CW. She is a nationally recognized speaker across hospitality, food & beverage, and executive leadership forums.

I watched \$9.4 billion disappear into DEI implementation with no measurable ROI. The same Big 4 firms. The same playbook. The same fatal flaw: they optimized a trend, without operational experience. Now they're selling AI the same way and luxury operators can't see it because the dashboard reports something else.

AUTHORITY AT A GLANCE

20+

Years Experience

\$50M+

Portfolio Managed

20+

Paid Speaking Engagements

80%

Client Re-Engagement Rate

SELECTED REVENUE IMPACT

Results from TaChelle Lawson's career prior to founding FIG.

\$28M

America's Cup hospitality partnership secured through RFP leadership

\$4M

Incremental non-event revenue created at T-Mobile Arena in year one

\$35M

New annual sales generated across national venue portfolio

\$40M

Annual restaurant partnership renewal led at legacy Las Vegas property

13%

On-property spend and guest retention increase within first quarter at Vegas property

Brands TaChelle Has Worked With

Louis Vuitton Mercedes-Benz Nespresso M&M Mars Charles Schwab
Verizon Lancome Red Bull Lexus Nike Target Breitling
Caesars Entertainment Bentley North America

FIG SERVICES

FIG identifies and governs the gray area between operational efficiency and delivered experience, protecting the 3Rs (Revenue, Reputation, Retention) for luxury operators where brand promise and execution have drifted out of alignment.

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The Glass Wall Discovery™

For brands that moved fast and need a fast fix.

A one-week diagnostic reviewing AI implementation through the luxury guest perspective. Identifies friction points and provides actionable corrections. Deliverable: an executive brief handed directly to your AI team.

Engagement: 1 Week

The EvE Diagnostic™

Efficiency vs. Experience: before you commit.

For organizations evaluating AI proposals. A two-week engagement that identifies where automation supports operational efficiency and where it puts the guest experience at risk. Deliverable: a clear implementation risk map.

Engagement: 2 Weeks

Friction to Finesse™

For brands already feeling the cost of getting it wrong.

A four-week engagement for organizations experiencing post-implementation friction: refunds, declining reviews, internal pushback. Includes one on-site visit and a four-hour executive alignment session. Deliverable: a 90-day action plan.

Engagement: 4 Weeks + On-Site

The Glass Wall Intelligence Program™

Enterprise-wide alignment. The flagship.

A 16-week program that audits culture, operations, and guest experience across the enterprise, aligning the entire organization with its brand promise without sacrificing operational efficiency. Organizations may enter directly or through any of the three entry-point engagements.

Engagement: 16 Weeks

The vendor's job is to make the technology work. But it's nobody's job to make the technology feel like the brand. That's the gap I fill.

SPEAKING TOPICS

The Glass Wall

How luxury brands lose their premium when AI replaces instinct. A practical framework for protecting the guest experience that protects the brand and justifies the price.

Same Playbook, Different Trend

The DEI collapse and the AI adoption wave share the same fatal flaw. What luxury operators must ask before they automate, and what the Big 4 won't tell them.

The 3Rs of Luxury Survival

Revenue, Reputation, and Retention: how to measure what actually matters when efficiency chasing and brand promise collide.

Protecting the \$800 Night

What guests paying premium prices expect that no AI system can replicate, and how operators can protect the human difference.

Media Appearances

Forbes Fox News CBS CW

Available for: podcast interviews, print features, broadcast segments, executive panels, luxury industry keynotes.

IDEAL AUDIENCES

- C-suite and VP-level operators in luxury hospitality, automotive, and retail
- Brands implementing AI across guest-facing touchpoints (hotels, dealerships, flagship stores)
- Luxury industry conferences and executive councils
- Podcasts with luxury audiences whose average vacation spend exceeds \$50K
- Publications covering Auberge, Montage, Aman, Aston Martin, Chanel, Porsche

A woman with glasses and a large hoop earring, wearing a light-colored suit jacket, is speaking into a microphone at a podium. The background is dark and out of focus. The entire image is overlaid with a semi-transparent dark red filter.

CONTACT

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