

ABOUT TACHELLE LAWSON

TaChelle Lawson has spent more than 20 years inside the rooms where luxury brands make the decisions that either protect or destroy what guests actually pay for.

She has managed portfolios exceeding \$50 million, negotiated contracts worth tens of millions, and advised leadership teams across organizations representing over a billion dollars in annual revenue. Her work has spanned the most demanding stages in luxury from America's Cup and the U.S. Open to flagship properties for Louis Vuitton, Mercedes-Benz, and Lancome. She has sat at every seat at the table: operator, brand executive, and advisor. That combination doesn't exist anywhere else in the AI governance conversation.

Today, she leads the Finesse Intelligence Group, advising luxury hospitality, automotive, and retail operators on the questions nobody else is asking: when you implement AI to cut costs, what happens to the experience that protects the brand and justifies the price?

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 are selling AI the same way and luxury operators can't see it because the dashboard reports something else.

Her authority on that question is earned. She identified the failure architecture of mass DEI adoption before the collapse; the same Big 4 firms, the same implementation-over-experience playbook, the same fatal flaw. She sees it happening again with AI. That pattern recognition is what her clients pay for.

She protects the 3Rs: Revenue, Reputation, and Retention, and she does it before the guest stops coming back.