

Tracy L. Lawrence

Biography

Tracy L. Lawrence is the Founder and CEO of [The Lawrence Advisory](#), a leadership consulting firm that advises clients on executive recruiting, organizational development, and leadership coaching. For the past two years in a row, The Lawrence Advisory has been named one of the Top Retained Executive Search Firms in Los Angeles by the *Los Angeles Business Journal*. Lawrence also recently served as the first Executive-in-Residence at USC's Marshall School of Business, advising faculty, administration, and students on issues of organizational development in today's workplace. She is a Contributor to *Forbes*, writing about leadership strategy.

Previously, Lawrence led the Los Angeles Entertainment and Consumer industry practice at Russell Reynolds Associates, one of the world's largest executive recruiting and assessment firms. There she handled senior-level management and board of director searches, and was a leader in the firm's diversity recruiting practice.

Unique among her peers, Lawrence is one of a select few human capital consultants with real-world senior level management experience. She is a veteran of the cable television industry, having served as General Manager of Fox Family Channel, and was previously Vice President of Affiliate Marketing at Nickelodeon. She has also held leadership roles at MTV Networks, Kraft, and Nestle. She was awarded the National Cable Television Association's Vanguard Award for Young Leadership, in recognition of her contribution to the industry on a national level before the age of 40. In addition, she was appointed to the Aspen Institute's Forum on Communications and Society.

Lawrence holds a BA in Economics from Stanford University, and an MBA from Harvard Business School.