



Liz Allison
Chief Executive Officer
Tricoci

Liz Allison is Chief Executive Officer of Tricoci, a modern beauty enterprise built on a leading Salon and Spa platform with integrated medical aesthetics and a growing consumer products business. The company draws on nearly five decades of professional expertise while scaling through disciplined operations, talent development, and innovation.

Allison brings more than 20 years of experience leading and growing consumer businesses across beauty, retail, and wellness. She has held senior leadership roles at Milan Laser Hair Removal, Neiman Marcus Group, and JCPenney, where she helped guide large, complex organizations through periods of transformation, growth, and operational change.

Since joining Tricoci in 2023, Allison has led the company's continued evolution, including expanding services, integrating medical aesthetics into the core salon and spa business, strengthening leadership talent, and incubating Nutrire, a science backed haircare brand developed within Tricoci's professional environment.

Allison is a 1992 graduate of the University of Iowa's Tippie College of Business, where she majored in accounting. She is a strong advocate for mentoring and supporting the next generation of female leaders across retail, beauty, and consumer industries