



MICHAEL LAWLESS

MANAGING DIRECTOR

WASHINGTON, D.C.

quick facts

- 30+ years of experience
- Specializes in digital transformation
- Leverages technology to improve customer experience and drive profitability



Michael Lawless is a Managing Director with A&MPLIFY, Alvarez & Marsal's AI powered digital agency, in Washington, D.C. He specializes in digital transformation to create great customer experiences, drive profitable revenue and enhance differentiation.

Mr. Lawless brings more than 30 years of experience helping clients drive value through effective growth strategies, digital marketing, data and analytics, design and innovation. He has worked with clients in various industries, including consumer packaged goods, hospitality, industry, financial services, retail, automotive, education, government, non-profit and renewable energy.

Mr. Lawless has built teams to run P&Ls for new businesses and introduce products, services and business models that transform customer experiences. He is a change agent who brings creativity, collaboration and passion to leading teams, combining strategy and design with an execution mindset to tackle complex challenges and drive results.

Prior to joining A&M, Mr. Lawless was a Managing Director with Accenture, serving as a Design Lead for Accenture Interactive, where he co-founded the growth strategy practice. Prior to that, he was Innovation Studio Lead for Accenture Federal Service and a Senior Manager of Insights and Strategy. Previously, Mr. Lawless worked with SunEdison, AOL and Coca-Cola.

Mr. Lawless earned a bachelor's degree in government from the University of Virginia, and an MBA (with honors) from Goizueta Business School at Emory University.

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