



Lucy Hitchcock

BUSINESS LEADER

Consumer brands keep buying reach and getting compliments. The harder problem is converting attention into shelves, repeat orders and category credibility before the moment passes. Most marketing teams can describe what worked on TikTok last week; few can explain how to build a product business that survives the spike.

Lucy Hitchcock is a UK founder and digital marketer who helps consumer brands turn organic social traction into retail distribution and durable revenue.

Lucy Hitchcock's 2026 Biography

AVAILABLE FOR

- Speaking

Why organisations work with Lucy Hitchcock

- She has done the thing she talks about. Partner in Wine went from a lockdown side project to stockists at Selfridges, Liberty London, Oliver Bonas and Urban Outfitters, with a TikTok video that drove a single-day sales lift of 1,700%.
- She runs the agency, Sassy Digital, that supports the playbook. Marketing teams get a practitioner view of Shopify, e-commerce design and short-form video, not a keynote abstraction of them.
- Her recognition is concrete and named: Telegraph and NatWest 100 Female Entrepreneurs to Watch, plus inclusion in TikTok's Year on TikTok 2021 list.
- She is one of the few UK speakers who can explain how a viral moment converts into a buyer meeting at Selfridges, and what the operations behind that conversion actually look like.

LUCY'S SPEAKING THEMES

- Business Model Innovation
- Customer Experience & Marketing
- Digital Transformation
- Entrepreneurship
- Marketing & Branding
- Sales & Customer Acquisition

Biography highlights

- Founder of Sassy Digital, a Shopify and Squarespace digital marketing and e-commerce agency.
- Founder of Partner in Wine, stocked at Selfridges, Liberty London, Oliver Bonas and Urban Outfitters.
- Named to the Telegraph and NatWest 100 Female Entrepreneurs to Watch list.
- Featured in TikTok's Year on TikTok 2021 following a viral product launch video.
- Host of The Winging It Podcast, a business and entrepreneurship show produced by Sassy Digital.
- Featured by BBC News, Business Insider, Mail Online and The Sun on her business growth story.

LANGUAGES: English

Biography

A warm glass of wine in a London park during lockdown is an unlikely starting point for a consumer brand that ends up on the shelves at Selfridges and Liberty London. Partner in Wine, the insulated wine bottle business Lucy Hitchcock launched in 2020, took that path inside eighteen months. A single TikTok video in March 2021 drove half a million views in twelve hours and a 1,700% spike in same-day sales.

The reason this matters to a commercial audience is not the virality. It is the conversion. Most brands that go viral do not end up with a buyer meeting at a flagship retailer; Hitchcock did, and then repeated it with Oliver Bonas, Urban Outfitters and Liberty. The growth was bootstrapped, run from her parents' house in the early months, and underwritten by the agency she had already built.

That agency is Sassy Digital, which she founded at 23 to help small consumer businesses with branding, Shopify builds and e-commerce design. Working both sides of the table, founder and agency operator, gives her an unusual view of where short-form social actually breaks down for product brands and where the operations have to catch up.

Recognition followed the work. Hitchcock was named to the Telegraph and NatWest 100 Female Entrepreneurs to Watch list, and Partner in Wine was featured in TikTok's Year on TikTok 2021. She hosts The Winging It Podcast, where she interviews other founders on what they actually did, not what they wish they had.

Key speaking topics

- Direct-to-consumer brand building
- Short-form social and TikTok for product growth
- Bootstrapped e-commerce scaling
- Retail distribution and buyer conversion
- Female founder journey
- Digital marketing for small business

Ideal for

- Founders and CMOs of consumer and DTC brands
- Marketing leaders responsible for organic social and content
- Retail buyer and merchandising audiences exploring emerging brands
- Entrepreneurship programmes and female founder networks

Audience outcomes

- A practitioner view of how a single piece of organic content converts into retail distribution.
- Specific operational lessons from scaling a bootstrapped consumer brand from kitchen-table launch to Selfridges shelf.
- A clearer read on what actually drives short-form social performance for product, versus what looks good on a deck.
- A founder's account of the unglamorous mechanics behind a viral moment: stock, fulfilment, cash, buyer outreach.