

Lydia Flocchini is Founder & CEO of Motion to Scale™, the first legal tech category design and go-to-market advisory firm purpose-built to help founders create new categories and markets that transform the legal industry.

A pioneer in legal tech go-to-market strategy, Lydia brings more than 30 years of experience as a GTM operator, two-time CMO, and category designer. She has been instrumental in launching and scaling multiple category-defining legal technologies—from the next generation of legal research to cutting-edge legal analytics—and has built GTM functions that powered five successful M&A outcomes.

Named ILTA's Influential Woman of the Year in 2023, Lydia now advises legal tech founders on unlocking millions in growth through category design, go-to-market strategy, and storytelling, as well as her proprietary framework, Legal Tech Revenue Science™.

Lydia is also a frequent speaker on artificial intelligence, with a focus on the ethical, privacy, and confidentiality implications of AI, as well as the go-to-market considerations required to responsibly bring AI-powered products to market.

In 2025, she spoke at Rome Future Week, where she shared her insights on how startups can create and dominate new categories, accelerate growth, and build enduring companies that transform industries. She is honored to participate in Global Conversations at the University of Rome Tor Vergata.