Tracey Pickett is an attorney turned serial entrepreneur who is passionate about turning ideas into businesses and helping others do the same. Tracey began her legal career at Fortune 5 technology company practicing in the areas of corporate and intellectual property law.

In July 2014, Tracey kept a promise made to herself prior to law school and launched her first entrepreneurial venture, Eboticon. Eboticon is an app company with a mission to restore emotion to our everyday communications by creating dynamic and culturally relevant emojis. The company’s apps have topped the Apple App Store charts as the #2 Paid App Overall app and the #1 Paid Social Networking app. Eboticon Emoji apps have been downloaded in over 70 countries and featured in several publications including the International Business Times.

In November 2016, Tracey left her job to lead Eboticon full time and to launch her second entrepreneurial venture, Hairbrella. Hairbrella is a rain hat with a patent pending design combining fashion and function to insulate women’s hair from the rain.  Hairbrella was successfully launched and funded on Kickstarter in November 2016.

Tracey is a Magna Cum Laude graduate of Spelman College and received her Juris Doctorate from the University of Georgia School of Law, where she served as President of the Sports and Entertainment Law Society.

In her free time, Tracey enjoys playing drums for several Atlanta churches and bands. She is also a mentor and frequent speaker on the topics entrepreneurship and career preparation for the Atlanta and Fulton County Public School system.

Tracey currently leads Eboticon and Hairbrella as CEO.