



FCL DIRECTOR

Brooke Addis

Transform Labs

As Market Manager for Transform Labs in Pittsburgh, Brooke Addis bridges the gap between technological innovation and business evolution. Her unique ability to forge strategic partnerships and drive organizational growth has made her a standout leader in Pittsburgh's business ecosystem.

As a self-described "tech ecosystem conductor," Brooke orchestrates meaningful connections between startups, nonprofits, and enterprises, helping organizations leverage three decades of Transform Labs' expertise to punch above their weight class. Her data-driven approach, combined with a deeply human-centric philosophy, has established her as a trusted advisor in digital transformation initiatives across the region.

Beyond her role at Transform Labs, Brooke has become a recognizable figure in Pittsburgh's tech community, known for hosting dynamic events that bring together diverse stakeholders in the innovation ecosystem. Her commitment to being "tenaciously above average at most things" reflects in her work ethic and her ability to turn "what ifs" into actionable strategies.

Brooke is from the south hills of Pittsburgh and attended college and Johnson & Wales University in Providence, Rhode Island. Today Brooke can often be found in a spin class in Lawerencville or exploring local coffee shops with her pitbull, Shark Daniels.

