

## Angie Hicks Founder Angie's List



### **Angie Hicks, Founder, Angie's List (now known as Angi)**

Angie Hicks is the Co-Founder of Angi (formerly Angie's List). She started Angie's List in 1995, which has grown over nearly 30 years from supporting a few cities, to the first national digital directory for home improvement, through an IPO, an acquisition and a rebrand. Hicks has worn many different hats during her time at Angi, but today, she is focused on getting back to basics and meeting directly with hundreds of customers to understand their needs, ensuring their feedback shapes Angi's future.

Hicks was born and raised in Indiana and is a graduate of DePauw University, where she earned a Bachelor of Arts degree in economics. She also attended Harvard Business School, where she earned her MBA. During her time at Angi, Hicks has been in the role of Chief Marketing Officer, which gave her the opportunity to launch in new markets, roll out national advertising campaigns, and launch Angi's first web presence. She later transitioned into the role of Chief Customer Officer, where she was able to focus on listening to customers, home pros, and ultimately helping to make sure that Angi is helping all homeowners care for their largest asset: their home.

Hicks has been honored with awards for entrepreneurial achievements and leadership in the technology field. She also received The Indianapolis Business Journal's 40 Under 40 Award in 2002 and its Women of Influence Award in 2009. In 2016, she was named the Women Tech Founder of the Year, and in 2017 she received both the TechPoint Trailblazer Award and Harvard Business School's Alumni Achievement Award.