



Professional
Beauty
Association

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PROFESSIONAL BEAUTY ASSOCIATION (PBA) ANNOUNCES 2026 PBA FUTURE LEADERS TASK FORCE AND EXPANDS INDUSTRY LEADERSHIP PLATFORM

FOR IMMEDIATE RELEASE

March 12, 2026 (Scottsdale, AZ) — The Professional Beauty Association (PBA) today announced its 2026 Future Leaders Task Force and a strategic evolution of PBA Future Leaders, the industry-wide platform designed to retain, develop, and connect the next generation of professional beauty leadership.

As the professional beauty industry continues to evolve, balancing creativity, entrepreneurship, regulation and technology, clear and accessible leadership development has never been more important. PBA Future Leaders was created to support that growth.

2026 PBA FUTURE LEADERS TASK FORCE LEADING THE INITIATIVE:

CHAIR: **Zoe Hyams**, Senior Vice President, Sales & Marketing, Keratin Complex (Brand Leadership)

VICE CHAIR: **Jalia Pettis**, Visionary 3Jay Productions (Creative Entrepreneurship)

IMMEDIATE PAST CHAIR: **Will Simpson**, Head of Partnerships, Vish (Salon Technology)

TASK FORCE MEMBERS

Dessirae Sands, Assistant Vice President of Education, L’Oreal (Brand Leadership)

Matthew Hagler, Business Development Manager, Paramount Beauty (Professional Beauty Distribution)

Aimee Gonzalez, Director of Business Development, Market Defense (Commerce & Digital Strategy)



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“PBA Future Leaders is not just a program. It’s infrastructure for the future of professional beauty,” said Zoe Hyams, 2026 PBA Future Leaders Chair. “As our industry grows in complexity and opportunity, leadership development must grow with it. By creating visibility, access, and connection earlier in a professional’s journey, we’re strengthening long-term career sustainability across the beauty ecosystem.”

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PBA Future Leaders aligns participants by career stage rather than job title, creating a cross-sector space for professionals from behind the chair roles, inside brands, across distribution, education, salons, and emerging leadership roles.

The 2026 Task Force brings together operators across brand leadership, creative entrepreneurship, salon technology, distribution, and connected commerce, offering a practical perspective on how careers are built in today's beauty industry.

IN 2026, PBA FUTURE LEADERS IS MODERNIZING ITS ENGAGEMENT STRUCTURE UNDER ONE UNIFIED UMBRELLA.

The expanded platform includes:

- Interviews with industry leaders
- Guided roundtables on leadership and career growth
- Masterminds: Application-based, small-group cohorts organized around key industry themes
- Live experiences aligned with major industry events

The new model evolves traditional mentorship into visible leadership moments, while preserving deeper engagement through curated Mastermind cohorts.



PBA FUTURE LEADERS MASTERMINDS

Masterminds bring cross-sector professionals together to explore three strategic focus areas:

- INDUSTRY EXCELLENCE
- EDUCATION & EMPOWERMENT
- FUTURE PROOFING



PBA FUTURE LEADERS IS:

- INDUSTRY-WIDE
- CROSS-SECTOR BY DESIGN
- CAREER-STAGE ALIGNED, NOT TITLE-GATED
- LEADERSHIP-FOCUSED, NOT SALES-DRIVEN

PBA Future Leaders programming will continue throughout 2026, culminating in visible industry moments at PBA's Executive Summit.

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PBA Future Leaders is a key pillar of PBA's commitment to strengthening the professional beauty industry," said Emily Hegdhal, Director, Programs & Events, Professional Beauty Association. "By providing a dedicated platform for early- and mid-career professionals to learn, connect, and grow, we are investing in long-term leadership, workforce retention, and the continued credibility of licensed beauty professionals."

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For more information, please visit: www.probeauty.org/future-leaders/

About the Professional Beauty Association (PBA)

The Professional Beauty Association (PBA) is the national trade organization representing licensed professionals, salon and spa owners, independent stylists, students, distributors, and manufacturers across the beauty industry. As the leading Membership organization serving the professional beauty community, PBA keeps professional beauty professional, championing policies that protect the industry, providing trusted education and resources, and fostering a community built on connection, creativity, and growth. PBA is home to the PBA North American Hairstyling Awards (NAHA), PBA Beacon Student Program, and PBA Executive Summit, and supports beauty professionals in times of crisis through the PBA Disaster Relief Fund and other charitable programs. Through PBA Future Leaders, PBA develops and supports the next generation of industry leaders. Learn more at probeauty.org.