

Insight on Coaching – Guest Bio

PAMELA MITCHELL

Founder & CEO, The Reinvention Institute

Introduction

Pamela Mitchell is the founder and CEO of The Reinvention Institute, Inc., a dynamic organization devoted to individual and business transformation. Ms. Mitchell is a noted career reinvention expert and in-demand speaker who has appeared on the *Today Show* and been quoted in top media publications including the *Wall Street Journal*, *More*, and *Black Enterprise*. She writes a popular column on women in business for Inc.com, the website of *Inc.* magazine. Her areas of expertise are career change, job search, employee reinvention as a corporate retention strategy, women in business.

Experience

Prior to founding The Reinvention Institute, Ms. Mitchell spent nearly 15 years in senior-level positions leading international business development and relationship management for high-profile media and entertainment companies.

Her roles included serving as Vice President of International for Playboy.com, and Director of Sales and Marketing for Europe, Latin America, Africa/Middle East for Discovery Channel's consumer products group.

Prior to Discovery she spent five years on Wall Street, where she managed international partnerships for the financial information division of Knight-Ridder.

Education

Ms. Mitchell has a BA from Harvard University and an MBA from the top international business school, Thunderbird.

Professional Affiliations, Publications and Recognition

Ms. Mitchell is a member of the International Coach Federation (ICF), the coaching industry's top professional organization.