

2021



BUILDING A GROWTH MINDSET

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**Dr. Tope Mitchell**

Chief Executive Officer and Founder of Reflekt Me, a B2B SaaS platform that empowers brands to speak to the needs of 100% of their customers instead of 30% of their online shoppers; by harnessing the joy of social media, UGC, and influencer content within the click of a button on their eCommerce site.

She holds a Ph.D., M.A. (Indiana University), and B.A. (University of Washington) in sociology with an emphasis on social psychology and identity along with an MBA Certificate in general business from UNC – Fayetteville, an HBCU. Her career includes social research on identity, marketing insights, and innovation. She has worked as a lifestyle and leisure analyst, Associate head of multi-cultural insights and as a business strategist at award-winning companies (Mintel, Kantar Futures, and Three Group).

She has taught business courses in entrepreneurial marketing, new venture creation, and business and society at the undergraduate and graduate level. Dr. Mitchell co-founded Fashola Mitchell Education Solutions, Inc. in 2010 with her spouse to provide educational resources to at-risk youth in San Bernardino County, California..

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**and Founder**

**Reflekt Me**