

BIO: Elise S. Mitchell

Founder and principal: [Velocity Collective, LLC](#)

Founder: [Mitchell Communications Group](#)

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Elise is an experienced CEO, board director and entrepreneur with more than 25 years of experience steering leaders and their companies through complex business and leadership challenges. She leverages her high-growth expertise on both sides of the board room: coaching C-suite leaders to help them navigate change and accelerate performance; consulting VC/PE firms and their portfolio companies; chairing a Tiger 21 cohort for high-net-worth entrepreneurs and executives; and serving as an independent board director.

Elise is a three-time founder – most notably, she is the founder of Mitchell Communications Group, which was named a top 10 fastest-growing PR firm globally and a two-time Inc. 500/5000 fastest growing company. Under her leadership, her agency grew more than 500% in five years working with global brands including Walmart, Procter & Gamble, Hilton Hotels and Tyson Foods, as well as other key clients including the Walton Family Foundation and Crystal Bridges Museum of American Art. In 2013, Elise successfully completed a strategic sale of the company to Tokyo-based Dentsu, Inc., taking on a global role to lead M&A for the company's PR investments. In 2019, she launched her own consultancy, Velocity Collective.

Recognition of her business accomplishments include: Entrepreneur of the Year (NAFE), Agency Professional of the Year (PRWeek), a Top 50 Power Player in Public Relations (PRWeek), a Top Speaker to See (Huff Post), and induction into the ICCO Hall of Fame. Her firm was twice named national Agency of the Year (PProvoke and PRWeek).

Elise is a member of the board of trustees for Abilene Christian University. She served as a 15-year board member of Arvest Bank (Fayetteville), founding board chair of Endeavor Northwest Arkansas, and board chair (president) of the International Communications Consultancy Organization, based in London and representing 3,500 PR firms in 66 countries.

She is a graduate of executive education from Harvard Business School, Tuck School of Business at Dartmouth College and The Aspen Institute. She received an M.A. from the University of Memphis and a B.A. from Abilene Christian University. She is an adjunct professor for Syracuse University's Newhouse School. Elise is NACD Directorship Certified. She is also certified by the International Coaching Federation and the NeuroLeadership Institute, accredited by the Public Relations Society of America and a member of the society's College of Fellows.

Elise actively writes and speaks on leadership and entrepreneurship. She is the author of "Leading Through the Turn" (McGraw Hill), endorsed by John Maxwell. Her writings have appeared in *Entrepreneur*, *Huff Post* and *Mashable*. She has keynoted conferences around the world.



She and her husband, Raye, live in Nashville. They are proud parents of two adult children. When she's not working with clients, you can find Elise motorcycling with her husband, running the trails near their home or planning their next journey off the beaten path.