

Marta Mitchell receives Award

“Most Admired CEOs 2019”

**from
Triad Business Journal**



Criteria for Award

Those chosen for the honor will have demonstrated vital leadership and a customer service philosophy, outstanding employee relationships, contributions to the community and evidence that they have led their business to success.



**Marta Mitchell, president and owner,
Marta Mitchell Interior Design**

Why selected? Marta Mitchell Interior Design is the largest interior design firm in the Triad. Mitchell has more than 60 projects underway. She has been awarded multiple honors, including three American Society of Interior Design Awards, and also was named a Triad Business Journal Women in Business winner in 2015.

What was your first job as a youth? Cashier at my dad's restaurant

If you could have an alternate title, what would it be? Designer and artist

Tell us about a time when you felt like giving up and how you resolved it. In the early years, I was responsible for all projects. As MMID grew, I was working a crazy number of hours and was permanently stressed out. I recognized that I'd created a bottleneck for growth. I had to adjust by assigning every project to an interior designer and giving them individual responsibility. This strategy enabled MMID to continue to grow. The designers love it, because they have primary responsibility instead of acting as support. I still oversee all projects and provide direction, but this readjustment has fostered growth as well as career fulfillment for our designers.

What is the biggest challenge you face right now in leading your company? We have an amazing team. I constantly strive to keep them motivated, unstressed and most important, creative. Over the past 15 years, interior design has been transformed with the introduction of new digital programs. AutoCAD, 3D renderings, 3D walk-throughs and virtual reality enable clients to view their projects before construction begins. I've had to invest heavily in these new technologies – in staffing and in expensive software and equipment. Clients are often blown away during project presentations.

Share one thing about yourself that would surprise people. I've run all major half-marathons in the USA (Boston, New York, Chicago, Marine Corps, and many more).

2019 Honorees

Marius Andersen, Creative Snacks Co.

Michael Barber, The First Tee of the Triad

Jamie Bartholomaus, Foothills Brewing

Mike Brannock, Workforce Unlimited

Robin Britt, Guilford Child Development

Tommy Camp, Berkshire Hathaway HomeServices Carolinas Realty

Sandra Doran, Salem Academy and College

Matthew Kettermann, Got You Floored Inc.

Jack Lail, Sapona Plastics, LLC

Michael Mercadante, Blackstone Fire Control

Marta Mitchell, Marta Mitchell Interior Design

Frank Neal, Twisted Ink Tattoo Studio

Randy Parker, Guilford Technical Community College

Lenny Peters, Bethany Medical Center

Nido Qubein, High Point University

Walker Sanders, Community Foundation of Greater Greensboro

Steven Tanger, Tanger Factory Outlet Centers

Dana Weston, UNC Rockingham Health Care

Tripp Wyckoff, Sherill Inc.

Kristen Yntema, Hospice and Palliative Care of Greensboro (HPCG)

