

Family Business Awards 2020: Marta Mitchell Interior Design

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Marta Mitchell Interior Design

Top executive: Marta Mitchell, president

City: Greensboro



STEVE EXUM

Marta Mitchell, president of Marta Mitchell Interior Design

What does your business do or make? Interior design, including new construction and renovation, for both residential and commercial projects.

Generations currently working in the business? Two

Why selected? Since 1989, Marta Mitchell Interior Design has provided interior design services for residential and commercial projects for clients in the Triad and on the East Coast. The company has grown to include six interior designers and office staff members. MMID has won several American Society of Interior Design Excellence in Design awards. Mitchell also has provided pro bono work to nonprofits and is active in local clubs.

Tell us about the family members who work in the business.

Marta is the owner and president. Peter, Marta's husband, is the marketing manager. Sons Alan and Mark support the business with their expertise in technology, consumer and digital marketing and CRM (Salesforce) management.

What is your business growth strategy? Has it changed since the Covid-19 outbreak? After 31 years, referrals from satisfied clients have become MMID's primary source of new clients. Additionally, we are active on social media platforms, and MMID interior design projects are regularly featured in publications. Marta is also in demand as a speaker at events and conferences, and MMID is active in mentoring and community support. MMID's digital capabilities have proven invaluable during this pandemic. Interior design has transformed with the advent of new digital programs. AutoCAD, 3D renderings and 3D walk-throughs now enable clients to view their projects before construction begins. MMID invested heavily in these new technologies, both in staffing and in expensive software and equipment. Clients are blown away during project presentations. MMID is now conducting virtual meetings with clients and contractors. This is keeping everyone safe, and projects moving forward. MMID always ensures that the final project mirrors the client's style, personality and lifestyle (traditional, transitional or contemporary).

What's a favorite family tradition and why? July birthdays. All the women in our family have birthdays in July. So, we always plan a big event.

What does your family like to do for fun together? Our family enjoys sports, outside activities and traveling to interesting places. It's a time to appreciate the great outdoors, relax and enjoy each other's company. It can be a trip to the beach or the Blue Ridge Mountains.

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