



BRITT MITCHELL

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HONORS & AWARDS

2022-2024 Chair, Women@ LiveRamp
2023 McKinsey Black Leadership Academy
2022 University of Tennessee 40 Under 40
2022 Speaker at Deloitte
2022 Moderator at RampUp
2022 Black Art Matters YWCA panel
2022 PowertoFly Amplifying Black Excellence Series – Reset Mindset
2021 Speaker at Pinterest's 4th Annual Global Women's Conference
2021 [Living Corporate Podcast - Black Women's Round Table](#)
2021 [Her Success Matters Podcast](#)
2021 [UT Checkerboard Chat](#)
2019 MC – [Own Your Phenomenal Self](#)
2018 Keynote – [MediaPost Data & Programmatic Summit](#)
2018 Speaker at Bloomberg Technology Fully Charged Series
2018 Brand Innovators '40 Under 40'
2017 YouTube Insider
2016 Women@ Facebook panel
2015 Chicago Interactive Marketing panel

EDUCATION

MOORE SCHOOL OF BUSINESS

Columbia, SC
International Master of Business Administration

UNIVERSITY OF TENNESSEE

Knoxville, TN
Bachelor of Science: Marketing / International Business / French

PUBLICATIONS

[Meals Before the Madness](#)

[Spoken Art: Too Brave to Back Down](#)

[Own Your Phenomenal Self: A Guide on Character, Success, and Leadership](#)

PROFESSIONAL SUMMARY

Britt Mitchell is an accomplished marketing professional with 15+ years of experience in marketing, branding, and sales.

In 2018, Britt was recognized as one of Brand Innovators' '40 Under 40' for her work in digital advertising at State Farm Insurance, a Fortune 50 company. Britt was honored to receive '40 Under 40' recognition in 2022 from her alma mater, the University of Tennessee, Knoxville.

Britt obtained her undergraduate degree from the University of Tennessee, Knoxville in the fields of Marketing, International Business, and French. In 2012, she received her International MBA from the Darla Moore School of Business at the University of South Carolina. Britt has lived and worked in Paris, France and is fluent in French.

In 2018, Britt co-founded Rita P. Mitchell, LLC with her mom, Rita, and subsequently published 3 books including an Amazon Bestseller, *Own Your Phenomenal Self*. For the past 5 years, Rita and Britt continue to partner with companies like Meta, Deloitte, Pinterest, National Urban League, and more, speaking and doing workshops around the country.

Britt is currently based in New York and works as a Sales Enablement Lead at LiveRamp, the data collaboration platform of choice for the world's most innovative companies. Britt is also Chair of Women@ LiveRamp. In 2023, Britt graduated from the McKinsey Black Leadership Academy's Management Accelerator.

In 2024, Britt led the rebrand and launch of Dream Bigger Now Today which is a company founded by dynamic mother-daughter duo and best-selling authors, Rita and Britt Mitchell. Through their published books along with their speaking and workshops, Rita and Britt teach people to harness their individual power to live their best life and biggest dreams.